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Determinants of organic food consumption. A systematic literature review on motives and barriers

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Abstract

During the last few decades, interest in organically produced food has steadily risen around the world. Consequently, academic interest in better understanding the different motives and barriers underlying organic food consumption has also increased. But, the scope of these published studies is both broad and fragmented. There is a lack of research that systematically examines and presents a comprehensive review of the different motives and barriers and their association with purchase decisions. The current study shows a systematic literature review of different motives and barriers and their association with purchase decisions in context to organic food. A total of 89 empirical studies was considered in the review. Two popular theoretical frameworks, namely the theory of consumption values and innovation resistance theory, were used to categorize the identified motives and barriers. The primary outcomes of this systematic literature review are: a) descriptive statistics on the selected studies; b) comprehensive summary of motives and barriers mentioned in selected studies using theory of consumption values and innovation resistance theory; c) classification of motives and barriers on consumer involvement, research design and country status; d) framework on the association between motives, barriers and purchase decisions; e) implications for scholars, managers, and policymakers interested in better understanding issues related to organic food consumption.

Keywords. Barriers, consumer behavior, motives, organic food, and systematic literature review

1. Introduction

In the past few decades, the consumption community around organic food has amplified across the globe, and so has the demand for organic produce. This growing demand of organic food has motivated the academic community to investigate the motives as well as the barriers toward organic food consumption (Pham, Nguyen, Phan, & Nguyen, 2018a; Ryan & Casidy, 2018). An extensive literature has reported different consumer motives to buy organic food, such as taste, nutritional value, health, environment, and even

farmers' welfare (Bryła, 2016; Wojciechowska-Solis & Soroka, 2017). The relative importance of these motives also varied across the different empirical studies (Lillywhite, Al-Oun, & Simonsen, 2013a; Scalvedi & Saba, 2018a; Zakowska-Biemans, 2011). For instance, Zakowska-Biemans (2011) found sensory appeal as the most critical motive followed by health, natural content, and ethical concern. However, Lillywhite et al. (2013) found health and safety as the essential motives followed by taste and environment. Similarly, scholars have emphasized the critical role of consumer barriers that can significantly jeopardize the purchase related decision-making process (Kushwah, Dhir, & Sagar, 2019a). Prior literature suggests different barriers with their varying relative importance across studies, such as limited variety, availability, low visibility, higher price, shorter shelf life, lack of knowledge, lack of trust, time and many others (see González, 2009; Lillywhite et al., 2013).

The literature around motives and barriers toward organic food consumption is growing, but no attempt has been made to present a systematic review of this growing body of research. A systematic review can provide useful insights to both academics and practitioners. Academics can utilize a systematic review to understand the determinants which are more highly cited or less cited in the literature and can design their study accordingly. On the other hand, practitioners can also use the findings of this review to understand the most essential determinants based on the summary of the studies in their context and could accordingly design necessary processes and strategies for targeting potential consumers. Due to these reasons, there is a pertinent need to summarize the existing literature on organic food consumption in terms of motives and barriers and its influence on buying behavior.

The review of existing literature suggests three prior related literature reviews that focused on organic food consumption. Hughner, McDonagh, Prothero, Shultz, and Stanton (2007) performed a systematic literature review of studies published until 2004 and summarized the different motives and barriers toward organic food consumption. Scalco, Noventa, Sartori, and Ceschi (2017) employed a meta-analytic review to

examine the motivation for buying organic food using the theory of planned behavior. A most recent study by Massey, O'Cass, and Otahal (2018) conducted a literature review that focused on drivers of organic food. To the best of our knowledge, post-Hughner et al.'s (2007) study, there is a lack of a systematic literature review on the different motives and barriers underlying organic food consumption. The current research aims to bridge this open gap in the prior literature through a systematic literature review examining motives and barriers in context to organic food consumption.

The main reasons for choosing the systematic literature review approach were: first, systematic literature review helps in the synthesis as well as the critical analysis of existing literature. This not only provides transparent and reproducible research, but also allows the researcher to determine gaps and future research direction on the studied subject. Second, research work in management has now become more interdisciplinary and interdependent (Parris & Peachey, 2013). Similarly, the literature on organic food is available in different journals with different scope, country, and audiences. Therefore, it was necessary to perform systematic literature review in comparison to traditional review methods as they restrict the scope of the review to a specific set of journals, authors, and other limiting criteria. Therefore, in an extension of the prior review, the current study aims to understand the motives and barriers underlying organic food consumption that has evolved since 2005. The scope of current systematic literature review is a) review the existing literature and identify the motives (positive) and barriers (negative) and b) examine the association between different motives, barriers, and organic food purchase decisions. This is important since both positive (motives) and negative (barriers) antecedents have a significant influence on the purchase decision-making process (see Barbarossa & De Pelsmacker, 2016).

Due to the lack of coherent viewpoints on the identification of different motives and barriers, the current study has employed two well-known theoretical frameworks as a theoretical lens. The study used theory of consumption values (Sheth et al., 1991) and innovation resistance theory (Ram & Sheth, 1988). This

systematic literature review aims to significantly contribute to both theory and practice around organic food consumption by uncovering various interesting dimensions related to the existing literature on the subject.

The motives behind organic food consumption are classified with the help of theory of consumption values. This theory suggests five consumption values, namely, functional, social, emotional, epistemic, and conditional value (Sheth, Newman, & Gross, 1991). It has been adopted in multiple domains to understand underlying motives or drivers toward a choice of engaging (or consuming) in a given product, brand, or service. Example, hedonic digital artifacts (Turel, Serenko, & Bontis, 2010), green products (Biswas & Roy, 2015a, 2015b; Lin & Huang, 2012; Mohd Suki & Mohd Suki, 2015; Yildirim & Candan, 2015) and organic food (Finch, 2005; Rahnama, 2017; Kushwah, Dhir, & Sagar, 2019b). Considering the diverse application of the theory of consumption values in understanding consumer motivation and choice behavior, the current study has employed this framework for classifying the different identified motivating factors into five different value domains.

Innovation resistance theory has been utilized to classify the barriers to organic food consumption into two categories, namely, functional and psychological barriers (Ram & Sheth, 1989a). Functional barriers arise when the consumer experiences significant changes due to the usage of new product or innovation, while, on the other hand, a psychological barrier occurs when the experience conflicts with their existing values and belief system (Ram & Sheth, 1989a). Functional barriers are usage, value, and risk, while psychological barriers are tradition and image. These barriers have been studied in a variety of contexts to better understand the consumer resistance while making purchase decisions, such as mobile banking (Laukkanen, Sinkkonen, Kivijärvi, & Laukkanen, 2007), electronic commerce (Lian & Yen, 2014), and more recently in context to organic food (Kushwah et al., 2019a). Organic food is considered as eco-innovation or sustainable innovation worldwide (Thøgersen & Zhou, 2012). Although the advantages of organic food have been recognized globally, the consumer still faces specific resistance/barriers during

consumption. These barriers are very well-documented in the literature; however, there lacks a comprehensive review.

The main research objectives of this systematic literature review are: First, to outline various descriptive by examining the available empirical literature on motives and barriers toward organic food consumption (e.g., publication timeline, context, theoretical foundations, variables (dependent, moderating and control) used in selected studies and so forth). Second, to identify and classify different motives and barriers studied in selected studies using theory of consumption values and innovation resistance theory, respectively. Third, to examine motives and barriers with respect to the studied groups based on consumer involvement, research design, and country status. Fourth, to develop a framework on the association between motives, barriers, and organic food purchase decisions. Lastly, to present different implications for scholars as well as practitioners interested in the domain of organic food consumption.

The structure of the paper will be as follows: Section 2 focuses on the research method employed to search the relevant articles for the study. Section 3 presents the descriptive statistics of the present study (such as timeline, theories, research methods, geographic scope, variables studied (dependent, control and moderating), and so forth. Section 4 and 5 discuss the classification of motives and barriers and the comparison among the studied groups. Section 6 presents an integrated framework of the association between motives, barriers, and purchase decision-making. Lastly, section 7, 8, and 9 present the implications, limitations, and conclusion of the study.

2. Methodology

The systematic literature review approach has been adopted to explore the literature on organic food consumption. The main aim of the study was to synthesize the motives and barriers faced by consumers during organic food consumption. The systematic literature review approach offers various merits over conventional approaches as it can synthesize the literature in a systematic, transparent, and reproducible

manner (Tranfield, Denyer, & Smart, 2003). Previous studies supported the view that systematic literature review helps in reducing the bias and chance effect and enhances the legitimacy of data analysis (Reim, Parida, & Örtqvist, 2015). All these mentioned benefits improve the results of the study, which further provides the basis for drawing conclusions (Reim et al., 2015; Tranfield et al., 2003). Although, different authors propose different approaches for conducting the systematic literature review process, there are three main steps found to be shared in all of them. These are: planning the review (statement of the research questions (2.1) and proposition of inclusion and exclusion criteria (2.2)), execution of review (selection of databases (2.3) and subsequent execution of search string (2.4)) and reporting of the review (quality assessment (2.5), data abstraction (2.6) and subsequent presentation of the review of the studies section 3 and section 4)). This study covers these steps following the guidelines proposed by Tranfield et al. (2003) and Kitchenham and Charters (2007).

2.1. Research questions

The current study aims to answer four main research questions (RQ).

RQ1. What is the publishing timeline, theories, research method, geographical scope, moderating, control, and dependent variables utilized in the selected studies?

RQ2. What are the crucial motives and barriers to organic food consumption?

RQ3. How do motives and barriers vary across three studied groups (consumer involvement, research design, and country status)?

RQ4. What is the association between motives, barriers, and purchase decisions in an organic food context?

2.2. Inclusion and exclusion criteria

This systematic literature review utilized different inclusion and exclusion criteria, which are described below.

2.2.1. Inclusion Criteria

Systematic literature review utilized six different inclusion criteria: a) studies should focus on motives and/or barriers in context of organic food, b) studies published during 2005 - 2018 (studies selected for publishing in the coming year are also included), 3) studies published in English language, 4) only peer-reviewed journal articles, 5) motives and barriers were empirically measured, 6) title, abstract, keywords and, sometimes, introduction were examined to evaluate if the focus was on consumer perspective of organic food consumption

2.2.2. Exclusion Criteria

Systematic literature review utilized four exclusion criteria: a) relevance, b) review, conference papers and thesis dissertations were ignored, c) duplicate studies, and d) studies before 2005 as this study covers the post-Hughner et al. (2007) study period.

2.3. Databases

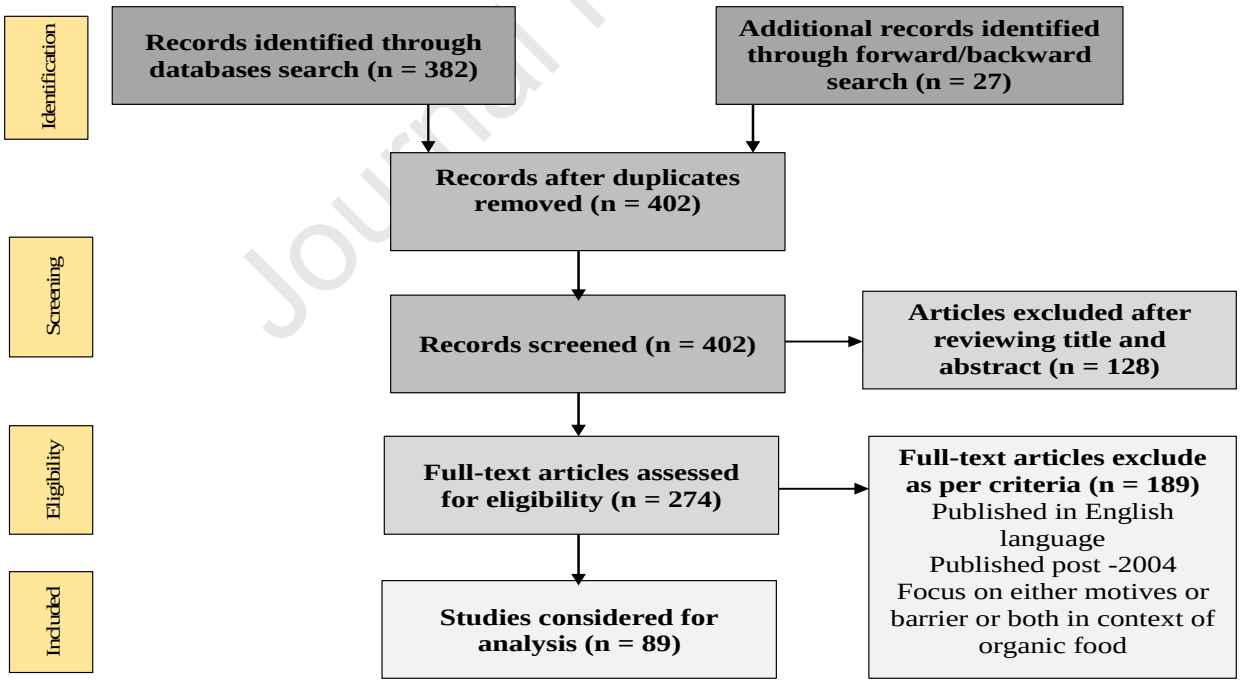
The systematic literature review utilizes a pool of 11 different academic databases, including, Web of Science, SCOPUS, Organic Eprints, EBSCO, Emerald, Elsevier, Wiley, Taylor & Francis, Springer, ScienceDirect, and Google Scholar.

2.4. Review Protocol and Outcomes

The systematic literature review started with SCOPUS database and the following search string was executed: (TITLE-ABS-KEY (“organic food” OR “organic products”) AND TITLE-ABS-KEY (“motive” OR “barrier” OR “motivation” OR “deterrent” OR "driver" OR "motive" OR "driv" OR "imped" OR "drives")) AND PUBYEAR > 2004”). Afterwards, the remaining ten databases were individually searched to find non-duplicate articles. In addition to this, the relevant journals that publish empirical studies on organic food were also examined. This process is in line with the strategy adopted by Cheung and Thadani (2012) for reviewing the literature on eWOM and Zhang and Benyoucef (2016) for reviewing

the literature on social commerce. Since previous literature has already distinguished between natural food and organic food (Lunardo & Saintives, 2013; McFadden & Huffman, 2017), our study focused on the relevant articles related to organic food only. Along with this, we had also performed forward and backward search. The above iterative search resulted in 382 studies through data base search and 27 studies through forward and backward search. Hence, total 409 potential studies recorded. However, after removal of duplicates, we obtained 402 studies. Next, all of these studies were assessed based on the inclusion and exclusion criteria of the study. This step resulted in 89 studies. Although all these 89 studies have been considered for the classification of motives and barriers, only 32 studies were found to have empirically tested the association between motives (N=32), barriers (N=5) and purchase decisions. The article selection process has been explained in Figure 1.

Figure 1. Article selection process



2.5. Quality Evaluation (QE)

QE in the subjective examination of the quality of the selected studies of the systematic literature review provides the basis for comparing the selected studies. Scholars have suggested four criteria for examining

the QE of the shortlisted studies (Behera et al., 2019). A quality score has been calculated for each QE criteria and then added up to present the final score.

QE 1: Empirical nature of the study. The possible answers are qualitative, quantitative, and mixed method, and their scores are (+2), (+1.5)" and (+3.5), respectively.

QE 2: The elaboration of advantages and limitation of the study. The possible scores with the answers are: “yes (+2)” and “no (0)” and “partially (+1)”. The partial is considered only when one of the other two has been elaborated.

QE 3: Based on the justifiable output of the study, the considered scores are: "yes (+2)" and "no (0)" and "partial (+1)". The partial score is given when the technique is explained in a limited context.

QE 4: The studies have been rated based on the publication avenues. The possible scores are: “(+2) if the summation of number of citations and H Index is exceeding 100, (+1.5) if the summation of number of citations and H Index is between 50 and 99, (+1.0) if the summation of number of citations and H Index is between 1 and 49, (+0) if the summation of number of citations and H Index is 0 or data not available”. Two of the co-authors independently evaluated the quality of the studies, and discrepancies were resolved through discussion. The quality scores varied across the studies; however, no review was excluded after quality assessment. The quality score is presented in Table A4.

2.6. Data Abstraction and Synthesis

The selected 89 studies were reviewed, and data related to various issues, such as utilized theoretical framework, country of study, research method, sample characteristics, and critical motives and barriers, were extracted. Next, the key motives and barriers identified were classified using two independent theoretical frameworks for motives and barriers. Motives were classified on the dimensions of theory of consumption values, while barriers were classified based on innovation resistance theory. These identified motives and barriers were further classified based on different variables, such as consumer involvement in

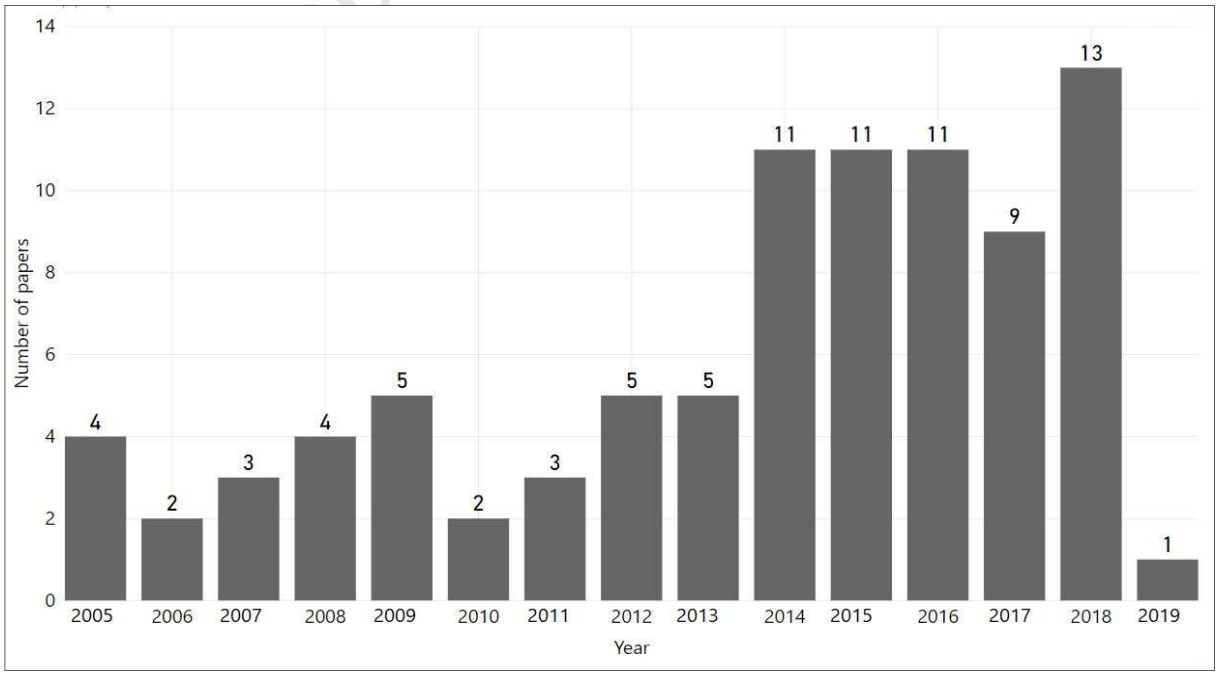
the purchase (buyers, occasional buyers, general buyers, and non-buyers), research design (quantitative and qualitative) and country status (developed and emerging). The two co-authors of the study carried out independent coding for classification. The disagreements were resolved and the final code was given based on the consensus.

3. Review of the Studies

3.1. Publication Timeline

The selected 89 papers were published between 2005-2018 (see Figure 2). The central issue examined in these studies was either or both motives and barriers toward organic food consumption. Prior review by Hughner et al. (2007) focused on studies published between 1985-2005, and their review included 33 studies. This suggests a significant increase in the number of published studies over the last decade or more. Our review indicates that selected studies focused on a broader geographical scope with contradicting findings. This also suggests the need to summarize the factors driving and deterring organic food consumption.

Figure 2. Distribution of publications



3.2. Theories

Prior studies have employed several theoretical frameworks to examine the various motives and barriers to organic food consumption (see Table A3). The most adopted theoretical frameworks were mean-end-chain theory, expectancy-value attitude theory, theory of consumption values, theory of planned behavior, and theory of reasoned action. Furthermore, cost signaling theory, eco-habitus model and, health-belief model have also been employed. Our review suggests that most of these theoretical frameworks were utilized for studying underlying motives toward organic food consumption. In comparison, fewer theoretical frameworks were utilized for understanding barriers toward organic food consumption (exception is health-belief model). A recent study by Kushwah et al. (2019a) highlighted the need for a comprehensive framework for studying barriers in an organic food context.

3.3. Research Methods

Previous literature has adopted numerous research methods to empirically examine the association between motives and barriers and consumer buying behavior toward organic food. McLeod, Payne, and Evert (2016) suggest that empirical papers should be classified as qualitative, quantitative, and mixed methods. The current systematic literature review also utilized a similar classification. The research articles were categorized as qualitative when it emphasized the description and generation of understanding of the environment and context of the phenomenon. On the other hand, the quantitative study highlights the relationship among factors through observable and numerical data collection (Hoehle, Scornavacca, & Huf, 2012). In comparison, a mixed method based study employs both qualitative and quantitative approaches. Out of 89 articles, 15 were qualitative, 66 were quantitative, and eight studies utilized a mixed method approach. In addition to this, the selected studies were also classified based on the utilized research

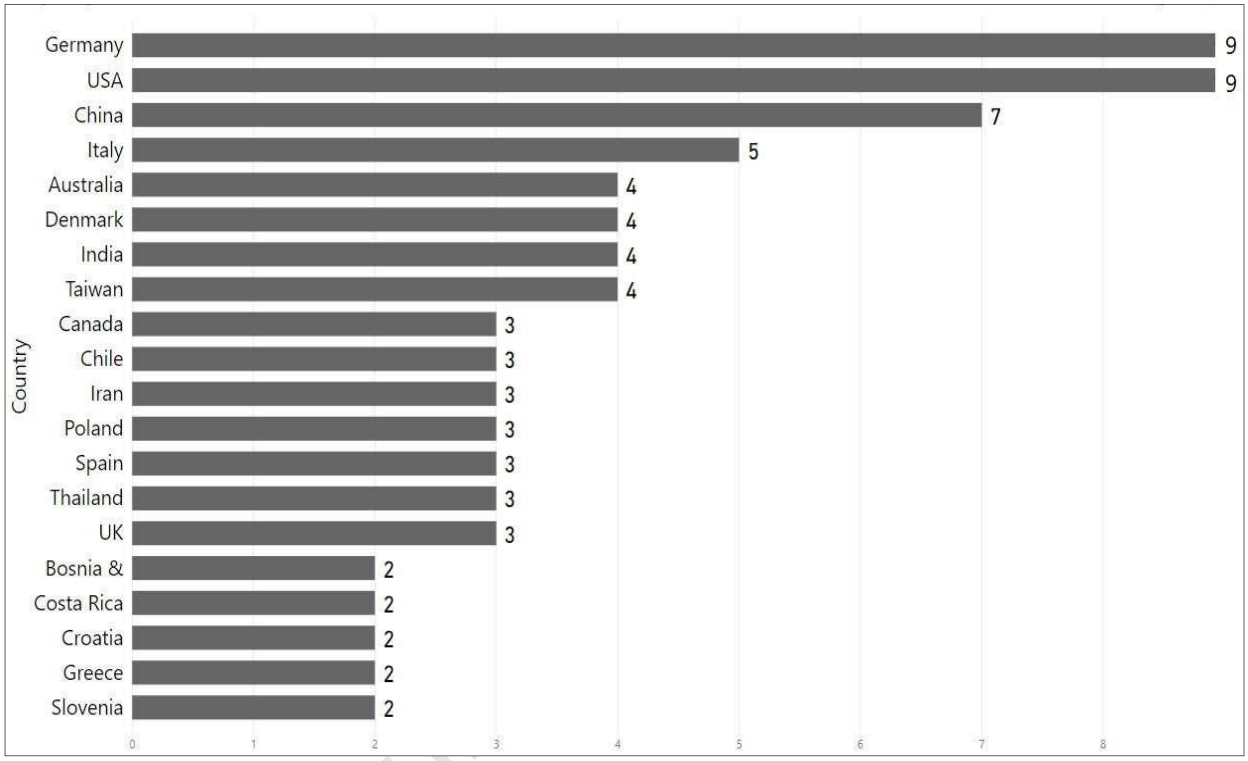
method. This includes interviews (semi-structured), focus groups, surveys, panel data, experiments, and mixed methods (a combination of different methods).

The qualitative methods, such as interviews (including semi-structured) and focus groups, have been widely adopted for understanding the in-depth meanings of consumer buying behavior. Focus groups consist of a group of individuals assembled by the researcher to debate and discuss the topic under consideration (Hoehle et al., 2012). For instance, Ditlevsen et al. (2019) conducted six focus groups to debate and discuss motives underlying organic food consumption and the different meanings of health perceived by the consumers. On the other hand, interviews (semi-structured) involve one-to-one discussion with participants at different times and places. For instance, Henryks, Cooksey, and Wright (2014) conducted 21 interviews through semi-structured questions. In comparison to these, panel data were also widely utilized (see Moser, 2016; Padilla Bravo, Cordts, Schulze, & Spiller, 2013). The quantitative methods consist of survey and experiments. The survey was the most widely utilized method (about 63% of studies). In contrast, experiments were the least commonly used method. This method needs control and manipulation over variables for designing treatment (Puska et al., 2018).

3.4. Geographic Scope

The geographic scope of the selected studies was presented in Figure 3. Although the list is long, this figure represents countries with more than one publication only. Further, several studies have focused on more than one country, so we have recorded each country independently in these cases. Most of the studies were conducted in Germany (n = 9) and the USA (n = 9). In the Asian region, China and India recorded the highest number of published studies.

Figure 3. Geographic distribution of the studies



3.5. Dependent Variable

An overwhelming number of empirical studies (n = 32) examined the association between motives, barriers, and consumer purchase decisions. However, out of these 32 studies, only five empirical studies focused on barriers. These 32 studies utilized different dependent variables to examine their association with motives or barriers (see Table 1). Purchase intentions (n = 19), attitude (n = 7) and behavior (n = 7) were the most utilized dependent variables.

Table 1. Dependent variables of the studies

Dependent Variables	Total Number
Purchase Intentions	19
Attitude	7
Behavior	7
Organic food consumption	2
Willingness to pay	2
Organic food preference	1
Organic food involvement	1
Organic food identity	1
Decision-making heuristic	1

3.6. Moderating Variables

Our review suggests that only a few moderating variables were utilized in context to the association between motives, barriers, and purchase behavior toward organic food. Hansen, Sørensen, and Eriksen (2018) explained the significant moderating influence of personal values on the relationship between different motives and organic food identity as well as between organic food identity and intention toward organic food purchase. Chekima et al. (2017) found a significant moderating influence of future orientation on the relationship between different motives (product specific attitude and health) and organic food consumption. Besides these, selected studies utilized the following moderating variables, uncertainty (Teng & Lu, 2016), social desirability of organic food buying (Hwang, 2016), food neophobia (Mei Fang Chen, 2007) and food involvement (Mei Fang Chen, 2007).

3.7. Control Variables

The selected studies utilized different control variables. These were sociodemographic variables such as gender (Hansen et al., 2018; Nandi et al., 2017; Petrescu, Petrescu-Mag, Burny, & Azadi, 2017), age

(Dumortier, Evans, Grebitus, & Martin, 2017; Hansen et al., 2018; Hashem, Migliore, Schifani, Schimmenti, & Padel, 2018; McCarthy, Liu, & Chen, 2016; Misra & Singh, 2016), income (Dumortier et al., 2017; Janssen, 2018a; Nandi et al., 2017), family size (Nandi et al., 2017), place of purchase (Husic-Mehmedovic, Arslanagic-Kalajdzic, Kadic-Maglajlic, & Vajnberger, 2017b), employment status (Husic-Mehmedovic et al., 2017b), children in the family (Janssen, 2018a), education (Husic-Mehmedovic et al., 2017b; Janssen, 2018a), overseas experience (McCarthy et al., 2016), and marital status (Botonaki, Polymeros, Tsakiridou, & Mattas, 2006). In addition to these less utilized control variables were organic food involvement (Hansen et al., 2018), social norm (Hansen et al., 2018) and perceived organic food price (Hansen et al., 2018).

4. Motives Driving Organic Food Consumption

The list of selected articles for this systematic literature review was examined critically to determine the different motives underlying organic food consumption. Theory of consumption values was utilized as a theoretical lens for classifying different motives (see Table A1). The existing literature suggests different motives behind the consumption of organic food. All these motives are classified into five dimensions of theory of consumption values, namely functional, social, emotional, conditional, and epistemic values. The current study has not only organized the different motives using theory of consumption values, but also classified the selected studies based on the three specifically chosen parameters, namely, consumer involvement, research design and country status (see Table A1). In the following section, (a) classification of different motives behind the consumption of organic food is presented by using theory of consumption values as a theoretical framework; (b) motives common across three parameters (consumer involvement, research design and country status); and (c) motives unique to specific groups.

4.1. Classification of Motives

4.1.1. Functional Value

Functional value is defined as the perceived benefits derived from the functional features of the underlying product (Sheth et al., 1991). Prior literature on organic food has defined functional values in terms of the biological characteristics of the organic food product (Finch, 2005; Rahnama, 2017). Based on this, all the motives pertaining to product-centric attributes of organic food were grouped into functional value. These are quality, devoid of harmful ingredients, sensory aspect, food safety (security), nutritional value, naturalness/ natural content, freshness, and health attribute of organic food. Our review suggests that functional value was one of the most important motivators of organic food. Among all these motives related to functional value, selected studies indicate the health attribute of organic food as the primary motive for consumption. Furthermore, relatively recent literature has also linked functional value to health in an organic context. Ditlevsen et al. (2019) have classified the meaning of health in organic context into three different categories, namely, health as purity, health as pleasure, and a holistic perspective on health.

The review suggests that health in context to organic food is studied using two significant classifications, namely, health attribute of organic food and personal health concern. Health as a product attribute refers to the product characteristic of organic food as devoid of chemical, contaminates, natural, and healthier than conventional. In comparison, health as a personal attribute means consumers' proactive approach toward personal health, both in the present and in the future. Example, someone suffering from any health conditions, or extra cautious about their future health conditions. The review suggests that close to 39 studies have utilized health as a product attribute of organic food, and 32 studies focused on health as a personal attribute. This finding in line with the view of Ditlevsen et al. (2019) that understanding of health has a different meaning to different consumers.

4.1.2. Social Value

Social value is defined as the perceived ability of the product to provide the desired social status to the buyer, which is inconsistent with its reference group (Sheth et al., 1991). The social value in context to organic food is studied using the following attributes, recommendation, social approval, reputation concern and self-identity (e.g. Puska et al., 2018; Shin, Im, Jung, & Severt, 2018). Furthermore, utilitarian attributes such as environment, supporting local farmers and suppliers (fair-trade), regional (local) production and animal welfare were studied (e.g. Ditlevsen et al., 2019a; Nandi, Bokelmann, Gowdru, & Dias, 2016). Prior literature also suggests that social values in an organic food context are associated with consumers' self-image as well as utilitarian motives (Sweeney & Soutar, 2001; Yoo, Divita, & Kim, 2013). The current study has also utilized the same definition and attributes for classifying the social value-related motives in the prior extended literature.

4.1.3. Emotional Value

Emotional value refers to the perceived ability of the underlying product to evoke positive or negative feelings within consumers (Sheth et al., 1991). Seminal work on emotional values suggests that emotion plays a significant role during purchase decisions along with rational decisions (Sheth et al., 1991). Furthermore, the emotional value differs based on individual experiences, and it may be positive, negative, or neutral and based on the different consumption situations. Prior literature suggests that the emotional state of an individual, such as happiness, satisfaction, joy, enjoyment fun and pleasure (Essoussi & Zahaf, 2009; Janssen, 2018b), is considered under emotional values and has a significant association with the purchase decisions.

4.1.4. Conditional Value

Conditional value is related to the choice of the product due to situation and circumstances faced by the choice maker (Sheth et al., 1991). Seminal work suggests that conditional value includes place,

time, personal situation, and context (Belk, 1974; Hansen, 1972; Laaksonen, 1993). Furthermore, the changes in any of these variables influence consumer behavior (Laaksonen, 1993). The different conditional values in context to organic food include convenience, health as a personal attribute, media exposure to messages, Children at home/no. of members at home and local pollution risk/carbon footprint (Aschemann-Witzel & Niebuhr Aagaard, 2014; Orlando, 2018; Pham, Nguyen, Phan, & Nguyen, 2018b). Furthermore, personal health concerns due to current health issues or a proactive approach of keeping good health are grouped under the conditional value. This value is one of the significant conditions which is faced by choice makers these days. In fact, among the conditional values, personal health concern of the individual is found to be the primary driver of organic food consumption. In addition, increasing pollution and pressure of reducing carbon footprint also positively influence consumer purchase decision toward organic food.

4.1.5. Epistemic Value

Epistemic value is defined as the perceived ability of the product to infuse a desire for seeking knowledge, seeking novelty, or mental curiosity (Sheth et al., 1991). Seminal work has highlighted the importance of expertise in the consumer purchase decision-making process (Lin & Huang, 2012). The review of selected studies suggests that, in an organic food context, only a few studies (n = 3) have reported the importance of knowledge as the key motivator (Smith & Paladino, 2010; Żakowska-Biemans, 2011). The epistemic value in context to organic food includes nostalgia, fashionable, knowledge, and familiarity with organic food (Kushwah et al., 2019b).

In summary, the examination of selected studies in this review suggests functional value as the most critical motivator followed by the social and conditional value. The social value in terms of environment concern was studied by 65% of the included studies, while condition value in terms of personal health concern is also considered by 39% of the studies. In comparison, emotional and epistemic

values were examined by only 8% and 7% of the included studies, respectively. These findings are in line with the results of a relatively recent study in which Rahnama (2017) reported health value (a form of functional value) as the most significant motivator behind organic food. Similarly, Finch (2005) also suggested that functional value and social value as the most significant influencers on consumer purchase decision toward organic food (both buyer and non-buyer). Among all the 24 motives, health attribute (both product-centric and personal centric) has been cited as the most critical influencer followed by the environment (social value), sensory aspect (functional value), quality (functional value), and food safety (functional value). This observation is also consistent with the earlier literature reviews on motives and barriers, which also suggested health as the most critical motivator (Hughner et al., 2007).

4.2. Motives Common Across all the Groups

Consumer involvement refers to the extent to which consumers are involved in the buying of the organic food product (Kushwah et al., 2019b). Prior literature has classified consumers such as buyers, occasional buyers, and non-buyers based on their involvement in the buying process (Hasimu, Marchesini, & Canavari, 2017; McCarthy et al., 2016). However, in comparison to this, the current review has classified consumers into four groups based on their involvement in the buying process. These four classifications are buyers, occasional buyers, non-buyers, and general (mixed sample or when clarity was not provided in the study).

The buyer group includes all those studies that focus on the organic food buyers at the point of purchase. There is a total of 37 studies that focused on the motives of organic food buyers. Occasional buyers represent those studies that focus on irregular buyers of organic food; only two studies are found in this consumer group (Hasimu et al., 2017; Henryks et al., 2014). Lastly, the general consumer group represents all those studies which either use both buyers or non-buyers of organic food and where no clear description was provided regarding the buying involvement of the consumers. Further, non-buyers were

only mentioned for studying barriers and not motives. This group was not evident in the case of motive-based studies.

Our review suggests that the motives which were common to all the groups related to buying involvement were: free of harmful ingredients, sensory aspect, quality, health attribute, environment, and personal health concern. Based on the theory of consumption values, free of harmful ingredients is categorized as a functional value. A total of five qualitative and eight quantitative studies have mentioned that lack of harmful components are an essential motivator for choosing organic food product. Furthermore, it was observed that studies conducted in developed nations are more likely to utilize this motive in comparison to emerging countries. For instance, a recent qualitative study on Italian consumers found that Italian buyers choose organic food over conventional to avoid consuming harmful ingredients (Orlando, 2018). This suggests that consumers buy organic food to prevent synthetic pesticide (Henryks et al., 2014; Schrank & Running, 2018), chemicals (First & Brozina, 2009; González, 2009; Zagata, 2014), additives (Żakowska□Biemans, 2011) and non-GMO content (Zepeda et al., 2006) in a developed countries context.

The sensory aspect has been reported as the second most crucial motive among all the groups. Among all the studies which have mentioned these motives, 55% were based on buyers, and 03% and 41% were based on occasional and general buyers respectively. Furthermore, more studies from developed nations (62%) focused on this motive compared to emerging countries (38%). The sensory aspect includes taste (Becker, Tavor, Friedler, & Bar (Kutiel), 2016; Bryła, 2016; Bruschi, Shershneva, Dolgopolova, Canavari, & Teuber, 2015; Ditlevsen, Sandøe, & Lassen, 2019b; Dumortier et al., 2017; Moser, 2016; Schrank & Running, 2018), flavor (Asioli et al., 2014; Cerda, García, Ortega-Farías, & Ubilla, 2012; Vega-Zamora, Torres-Ruiz, Murgado-Armenteros, & Parras-Rosa, 2014b), sensory appeal (Chekima et al., 2017; ŻakowskaBiemans, 2011) and color (Husic-Mehmedovic et al., 2017a).

Further, the review of the selected studies also suggested the role of quality of organic food production as an essential motivator for all the consumer groups. Among all the studies on buyers, 22% of them found quality as a critical motive. The review also suggests that most of the studies on organic buyers which have found quality as an essential motive have also found health attribute of the organic food as an essential motive (Brył, 2018; Hashem et al., 2018). This suggests that organic buyers who found organic food high in quality would subsequently rate them as a healthy food product.

Next, environment concern was found to be an essential motive across all the groups. Environment concern has been extensively investigated through quantitative method (83%) rather than qualitative methods (17%). Furthermore, almost all the qualitative studies found environment as one of the significant motives in context to a developed nations context (Bauer, Heinrich, & Schäfer, 2013; Ditlevsen et al., 2019b; Essoussi & Zahaf, 2008, 2009; Henryks et al., 2014; Padel & Foster, 2005b; Vega-Zamora et al., 2014b; Zagata, 2014), except one in an emerging nation context (Sirieix, Kledal, & Sulitang, 2011). This indicates the need to study this motive in the emerging context through qualitative investigation.

Lastly, health in terms of organic food characteristics as well as concern toward personal health was common to all the groups. Among all the studies on the developed nation (n=56), 46% of them reported health attribute as a significant motive, while 44% of total studies on emerging nations (n=27) reported health attribute as a significant motive. This indicates almost equal inclination of consumers from these nations toward health attribute of the organic food product.

The classification of selected studies based on research design also suggested some of the motives which were common across both the groups. Out of the 83 studies which have investigated motives, 14 used a qualitative research design, while 69 have used quantitative research design. Here, almost all the significant motives were found through both qualitative and quantitative investigation. However, among all the qualitative studies, environment (64% of all qualitative studies), personal health (57%) and sensory

aspect (50%) are reported as the most significant motives. However, among all the quantitative studies, environment (64%), health attribute of organic food (44%) and personal health concern (34%) are the predominantly reported motives. More details have been presented in Table A1 of the study.

Our review of the selected studies also found that, based on the status of studied country context, 56 were focused on the developed nations, and 27 were focused on the emerging nation. On further analysis, some motives are found to be shared as per the country status (developed versus emerging nations). Our review indicates that most of the reported motives were indicated in the studies based on development as well as emerging nation context. However, there are a few unique attributes which are discussed in the next section.

4.3. Motives Unique to Certain Groups

The further examination of motives in three groups also suggests that scholars have examined some unique motives in relevance to the three groups based on consumer involvement. For example, freshness (Sangkumchaliang & Huang, 2012; Zepeda et al., 2006), nostalgia (Cicia et al., 2009), fashionable (Roitner-Schobesberger et al., 2008; Sangkumchaliang & Huang, 2012) and convenience (Hashem et al., 2018) have all been identified as a unique motives for organic food buyers. However, these were not mentioned in the case of occasional buyers and general buyers-based studies. This finding also suggests that organic food buyers are not necessarily driven by only functional values, but also by the epistemic value, and this differentiates them from another category of buyers.

Further, based on research design, the selected studies do not present any unique motive through qualitative investigation. However, a few motives uniquely found through quantitative investigation have been reported, namely, social approval, reputation concern, fashionable, nostalgia, knowledge, convenience, and media exposure to food messages. However, it is worth mentioning here that most of the

epistemic motives (fashionable, nostalgia, knowledge) were tested through quantitative investigation, and none of them has been discussed through qualitative investigation. Future studies can look into this gap.

Similarly, literature analysis of selected studies also indicated a few unique attributes based on the status of the country. For example, local production, social approval, reputation concern, social identity, nostalgia, and local pollution were found to be unique motives in context to developed nations. Furthermore, studies based on developed countries also reported animal welfare and support for local farming and supplier as a predominantly unique attribute in comparison to emerging nations. According to theory of consumption values, these attributes mainly reflect the social value of organic food consumption, thus, indicating the dominant role of social motives in organic food buying decision in context to developed nations. In comparison, fashionable (Roitner-Schobesberger et al., 2008; Sangkumchaliang & Huang, 2012) and media exposure to food messages (Pham et al., 2018a) have been identified as the unique motives to the emerging nations.

5. Barriers Preventing Organic Food Consumption

The review of selected studies in this systematic literature review suggests that scholars have examined different barriers that result in consumer resistance toward organic food consumption with a total of 16 various factors documented. The current study has utilized innovation resistance theory as a theoretical lens to classify these different barriers. Ram and Sheth (1989) proposed innovation resistance theory to explain reasons for consumer resistance toward a new product. Innovation resistance theory suggests there are five types of barriers toward any product and service, namely, usage, value, risk, image, and tradition. Innovation resistance theory proposes two broader classifications for these five barriers, namely, functional and psychological barriers. Functional barrier arises when consumers perceive that adoption of the new product will bring severe change in their present consumption pattern. This change may be in terms of usage pattern, value, or risk linked with the adoption of product and services. Psychological barriers arise due to conflict between existing consumer belief and new product and are mainly measured in terms of tradition and image barrier. In the following section, (a) classification of different barriers towards organic food consumption is presented by using innovation resistance theory as a theoretical framework; (b) barriers common across three parameters (consumer involvement, research design and country status); and (c) barriers unique to specific groups.

5.1. Identification and Classification of Barriers

5.1.1. Usage Barrier

Usage barrier arises when a product is incongruent with the consumer's previous experiences, workflow and habits, and acceptance requirements (Ram & Sheth, 1989a). Seminal work suggests the usage barrier as one of the most common factors for consumer resistance (Laukkanen, Sinkkonen, & Laukkanen, 2008). Prior literature on electronic services has extensively studied usage barrier, e.g., customers experience usage barriers on experiencing difficulty in access, inconvenience, and slow Internet

or mobile banking (Kuisma, Laukkanen, & Hiltunen, 2007). The review of selected studies suggests different usage barrier-related factors in the prior organic food literature. The barriers, such as limited variety, availability, low visibility in the shop, inadequate information, and convenience, have a significant association with purchase intentions.

5.1.2. Value Barrier

Value barrier arises when a consumer finds a value of new product lower than the existing alternative. (Laukkanen et al., 2008) or when a consumer compares a performance-to-price value of the organic product to conventional options (Kushwah et al., 2019a). In the context of organic food, it was noticed that consumers resist organic food buying due to the perceived cost involved in it (Yazdanpanah et al., 2015). Furthermore, the perceived cost is mentioned in terms of monetary value and the extra time involved in buying organic food (Torres-Ruiz et al., 2018b). Consequently, in the organic food context, time and high price are the two main barriers due to value differences with the conventional alternatives. It was also observed that some studies have even examined the relative positioning of these barriers and found that higher price came out as the most crucial cause of consumer resistance toward organic food (Bryła, 2016; González, 2009; Lillywhite et al., 2013a).

5.1.3. Risk Barrier

Risk barrier depends on consumer perception or encounter of risk in a new product or innovation (Chen & Kuo, 2017). In other words, the risk barrier is referred to as the degree of risk and uncertainty inherent in the new product (Ram & Sheth, 1989a). Consequently, a consumer postpones the adoption of a product until the uncertainty is settled (Molesworth & Suortti, 2002). Furthermore, the risk is related to the perception of a consumer rather than a functional attribute of a product (Fain & Roberts, 1997). In an organic food context, scholars have studied three main risk barriers, namely, doubt about the labeling and certification agencies and processes and the authenticity of the label or certificate (Sondhi, 2014; Torres-

Ruiz et al., 2018b). Due to these risk barriers, some consumers are not able to trust the stakeholders involved in buying and selling of the products, such as farmers, retailers, or brands.

5.1.4. Tradition Barrier

Tradition barrier arises due to conflict between norms and values and usage of the product (Ram & Sheth, 1989b). In the context of organic food, a different set of actions or behaviors results in tradition barriers. First, sensory cues: a consumer may be used to buying the product based on the sensory experiences (smell, taste, appearance, and odor) and this is part of their tradition to classify good quality from inferior quality food products (Kushwah et al., 2019a). Consequently, due to the tradition barrier, consumers may not be able to evaluate and adopt organic food. Second, shorter shelf life: a consumer may be accustomed to buying food product only once in a week or twice in a month. However, due to the shorter shelf life of organic food, they may face the challenge of storing and handling of organic food items for a long time (Lillywhite, Al-Oun, & Simonsen, 2013b). Third, habit, satisfaction with the conventional product and lack of knowledge: a consumer may be satisfied with the available conventional product and may also lack desired knowledge to move from conventional to organic (Botonaki et al., 2006). The different tradition barriers suggested by selected studies were sensory cues, shorter shelf life, habit, satisfaction with the conventional product and lack of knowledge

5.1.5. Image Barrier

Every new product inherits a few identities from its origins, which may include the country of production, brand, or product category (Ram & Sheth, 1989b). Image barrier may arise due to any of these unfavorable associations (Laukkanen et al., 2008). In the context of organic food, image barrier refers to the overall image of this food product in general, e.g., some consumers may not consider any differences between organic food and conventional food (Torres-Ruiz et al., 2018). Consumers can be sometimes skeptical or confused or even do not trust the quality of organic food available in the market (Misra &

Singh, 2016). Prior literature has considered two main types of image barriers, namely, perceived skepticism and lack of any perceived difference,

Literature analysis indicates value barriers as the main barrier faced by the consumer, followed by the usage barrier. Here, value barrier shows the price to performance value. Around 89% of the studies included indicated value barrier in terms of the higher process of the organic food product. Among all the studies which has reported the value of organic food as a barrier, 43% of them used qualitative, and 57% of them used quantitative research design. This value barrier is followed by usage barrier as per the critical examination of the selected studies. This usage barrier indicated mainly availability and limited information as the main barrier as per occurrence in the selected studies of this review. However, among all the barriers (n=16) independently, higher prices (Bryła, 2016; Lillywhite et al., 2013a) has been mentioned as the most critical barrier, followed by lack of availability. The details are mentioned in Table A2 & A3.

5.2. Barriers Common Across all the Groups

Based on consumer involvement in the buying process, four groups have been identified through studies focused on the barrier in our review. These four groups are: buyers, occasional buyers, non-buyers, and general buyers. The different identified barriers were further classified based on these different groups (see Table A2). Similarly in line with the motives, there were specific barriers, which were shared among all the groups and unique to specific groups. Literature analysis of the selected studies indicates availability, lack of knowledge, higher price, and doubt regarding labeling/certification as the barriers common across all the groups based on consumers 'buying involvement.

Availability falls under the usage barrier category, which barrier arises when a consumer does not undertake purchase decision due to the insufficient/limited availability of the organic food product. Our review indicates that 53% of all the selected studies reported this as a significant barrier. This suggests that not only non-buyers, but also buyers of organic food also face availability barrier, which may sometimes

hinder their process of organic food buying. Next, a lack of knowledge indicates a type of tradition barrier, which may arise when a consumer has low knowledge and awareness regarding the organic product. Literature analysis suggests that this barrier has been faced by both buyers (Brył, 2018) as well as non-buyers (Xie, Wang, Yang, Wang, & Zhang, 2015) of organic food. This could be an essential indication for marketers as well as public policy makers to develop and improve the information about organic food considering all the consumer groups in mind. Furthermore, higher price (value barrier) has been indicated as the most cited barrier (89% of the total studies which investigated the barriers) toward organic food. It hinders the organic buying process of both buyers as well as non-buyers. Lastly, doubt on labeling/certification (risk barrier) has been indicated as one of the common barriers among all the groups. This barrier arises due to a lack of confidence in labeling and certification schemes available in a particular cultural context. Similar terms include mistrust regarding certification and labeling (Botonaki et al., 2006) and lack of trust in labeling or certification agencies (Sondhi, 2014). Around 15% of the total studies on barrier included in this study indicated this as one of the significant barriers for organic food consumption.

From the research design perspective, this includes studies that have been classified as qualitative (18%) and quantitative studies (82%). Furthermore, each individual barrier has also been mapped accordingly. Availability, higher price, and skepticism against organic food are the barriers common across both groups. This implies that this has been found and validated through both qualitative and quantitative investigation.

Lastly, based on the country status perspective, almost 60% and 40% of the selected studies were conducted on developed and emerging nations. Further, most of the barriers were common to both developed and emerging nations. This includes limited variety, availability, low visibility, limited information, convenience, higher price, sensory cues, lack of knowledge, perceived skepticism, lack of trust, and doubt on labeling and certification.

5.3. Barriers Unique to Certain Groups

Furthermore, similar to a common barrier, there are specific barriers which were reported unique to a particular group based on consumer involvement. For example, habit (Henryks et al., 2014) and sensory cues (Henryks et al., 2014; Nandi et al., 2017) were the two unique barriers mentioned by the studies based on organic food buyers (both buyers and occasional buyers). Further, this has been mainly found through qualitative research design. This indicates that organic food buyers are influenced by their buying habit and the appearance of the organic food product. This could be improved more to increase the frequency of buying among serious buyers.

Similarly, there were a few unique variables reported through these two different research designs. For instance, habit (Henryks et al., 2014) was only mentioned in the qualitative investigation. However, limited variety, time, shorter shelf life, no perceived difference between organic and conventional, lack of trust, and doubt regarding certification were reported through quantitative investigations.

Lastly, a few unique barriers were also reported based on country status. Shorter-shelf life, habit satisfaction with the conventional product, and no perceived difference between traditional and organic food products are indicated as unique barriers in a developed nation context. Among these, only habit (Henryks et al., 2014; Padel & Foster, 2005b) was reported through qualitative investigation, while others were tested through quantitative research. However, time is the only barrier which is uniquely published in the emerging country context.

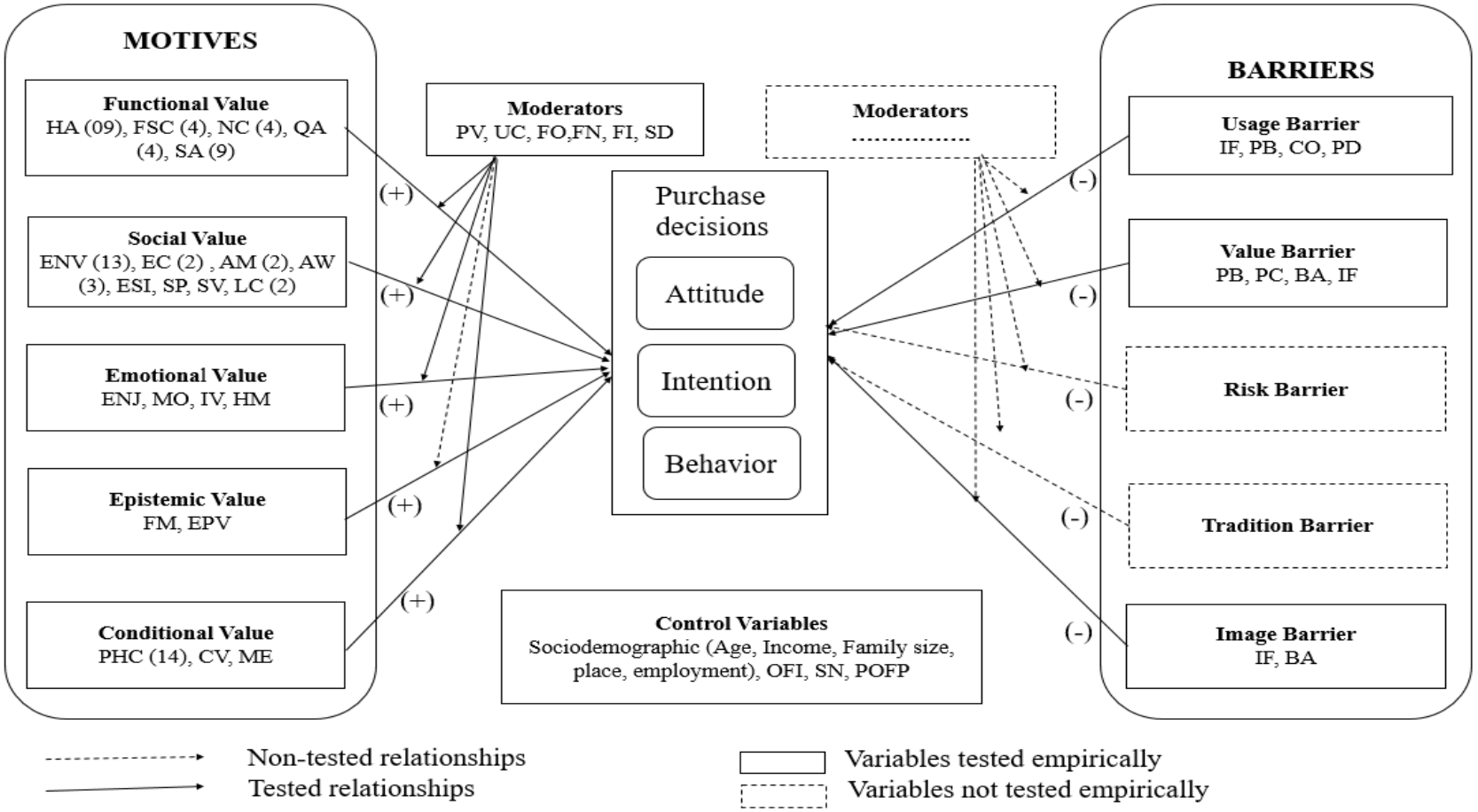
6. Integrated Framework on Motives, Barriers and Purchase Decisions

Based on the findings of the current systematic literature review, an integrated framework was developed consisting of five components, namely, motives, barriers, purchase decisions, moderators, and control variables. The framework examines the associations between motives, barriers, and purchase related decision-making (see Figure 4). The relationships between all the five components are hypothesized based on the findings of the systematic literature review (see Table A1, A2, and A3). The relationships which were well-examined are shown using bold lines while dotted lines represented those that were least examined. The least established relationships also suggest future researchers could further study a significant research gap concerning these.

The framework suggests: a) motives can be measured using functional, social, emotional, epistemic, and conditional values. Functional and social values were mainly focused in the prior literature. Consequently, future studies should focus on the remaining three values. All values shared a positive association with different purchase decisions; b) barriers can be measured using usage, value, image, traditional, risk, and image barriers. Usage, value, and image barrier were mainly examined in the previous studies. However, there is a lack of studies which tested the influence of risk and tradition barrier on different consumer purchase decisions. Furthermore, there were few constructs studied in the case of the studied barrier. Future studies could explore more relevant and contextual constructs for examining these barriers. All the studied barriers were found to have a negative association with purchase decision; c) purchase decisions can be measured using various constructs, as presented in Table 1. Intention, behavior, and attitude were the three primary constructs of purchase decisions examined in previous literature; d) moderators were used to study the association between motives and purchase decisions. However, the role of moderators was not examined in the case of barriers and purchase decisions; e) control variables were also examined. Sociodemographic factors were the main control variables examined in the literature and

are presented in Figure 4; (f) most commonly empirically investigated motives and barriers are presented in Figure 4 and Table 2. Systematic literature review suggests that scholars have utilized different constructs for similar concepts or phenomenon. They have been grouped to measure the occurrences and, thus, the importance of a single attribute of organic food. The brackets after the constructs in Figure 4 and Table 2 represents the number of times that a given construct has been empirically investigated.

Figure 4. Integrated framework



Note: Abbreviation used: AM-Altruistic motives, AW-animal welfare, BA-barrier, CO- convenience orientation, CV-conditional value, EC-Ecological concern, ENJ-enjoyment, ENV-environment, EPV-epistemic value, ESI-ethical self-identity, FI-food involvement, FM-familiarity, FN-food neophobia, FO-future orientation, FSC- food safety concern, HA-health attribute, HM-Hedonic motive, IF-impeding factor, IV-individual value, LC-local community, MO-mood, NC- nutritional content, QA- quality, SA- sensory aspect, SP-self-presentation, SV-social value, PB-perceived barrier, PC- Price consciousness, PD-perceived difficulty, PHC-personal health concern, PV-personal values, ME-media exposure, SD-social desirability

Table 2. Most investigated constructs through empirical analysis

Construct	Classification	Sub-construct & example of references	Frequency
Personal health concern (PHC)	Conditional value	Health consciousness (P4, P7, P12, P25, P71, P75, P80, P85), Health orientation (P15, P38), Health (P45), Health value (P23), Health concern (P41)	14
Health attribute of organic food (HA)	Functional value	Healthiness (P2, P37, P65), Sanitary (P11), Health (P26, P45, P57), Self-interested belief (P30), Egoistic motives (P42)	09
Sensory aspect (SA)		Taste (P37, P23), Sensory appeal (P45, P54, P15), Perceived intrinsic food quality attribute (P21), Functional value (P28)	09
Nutritional Content (NC)		Perceived naturalness (P11), Natural content (P45, P81)	4
Food safety concern (FSC)		P7, P25, P31, P80	4
Quality (QA)		Quality (P2, P71), Functional value-quality (P23), Food quality (P52)	4
Environment (ENV)	Social value	Environment (P86, P41, P30, P26), Environment protection (P81, P52, P2), Environmental attitude (P77, P75), Environmental friendliness (P65, P37), Environmental concern (P4)	13
Animal welfare (AW)		P30, P45, P81	3
Altruistic motives		Altruistic motives (P42), Altruism (P60)	2
Ecological concern		Ecological motive (P25), Biospheric values (P40)	2
Local community		Domestic food (P2), Attitude toward the origin (P85)	2

7. Implications

The current systematic literature review resulted in both theoretical and practical implications.

7.1. Theoretical Implications

The findings of the current study advance the current knowledge on the motives and barriers experienced by consumers in the organic food context. The three primary theoretical implications are:

First, the present study is the first systematic literature review on different motives and barriers underlying organic food consumption post-2004, when the first study was published. Our review suggests that, although numerous studies have been published on this subject, their findings are fragmented and contextualized and, thus, could not be generalized. The current systematic literature review critically examines state of the art around motives and barriers toward organic food and uncovers insightful knowledge such as publishing timeline, theories, research methods, geographic scope, dependent variable, moderating and control variables, motives, barriers and their association with purchase decisions. In addition to this, the systematic literature review also classified different motives and barriers based on consumer involvement, research design, and country status. The study highlighted the need for more qualitative studies based in emerging nations, significant differences in motives and barriers based on consumer involvement, and future studies should focus on actual purchase behavior rather than the intention of buying organic food (Janssen, 2018). Consequently, the current study enriches the existing body of knowledge and will also shape the design of future empirical studies on this important subject.

Second, the current study utilizes two well-known theoretical frameworks, namely theory of consumption values and innovation resistance theory, to classify the different motives and barriers. These frameworks were instrumental in a grouping or classifying the fragmented literature on motives and barriers into meaningful dimensions. These classifications (see Table A1 and A2) will help future researchers in deciding the choice of dimensions (factors) for studying organic food consumption behavior in their context.

Third, the current systematic literature review develops an integrated framework on the potential associations between motives, barriers, and consumer purchase decisions. The framework also highlights the critical role of different moderating and control variables. The developed framework will enable scholars to choose and test the most relevant factors influencing purchase decisions in context to organic food.

7.2. Practical Implications

The current study has three practical implications. First, the current systematic literature review findings will enable marketers or policy makers to understand better the motives and barriers that are common and unique to various groups of consumers. The findings will also enrich their knowledge regarding organic consumption behavior in different contexts, e.g., developed versus emerging, buyer versus non-buyer, etc. Second, the study findings on the most relevant motives and barriers could be utilized by marketers to design the communication strategy for their consumer segments. Third, the retailer can use the study findings to achieve their strategic objectives, such as the increase in the sale of organic food products and increasing their profile margins. They can design their strategy with a focus on supporting motives (e.g., health attribute of a product, personal health concern, and environment) and reducing significant barriers (such as higher prices, availability, authenticity, and lack of trust in labeling and certification systems). Lastly, public policy makers promoting sustainable development goals are increasingly focusing on organic farming; therefore, hey can use the findings of this study to understand their consumption environment and readiness for acceptance for sustainable products such as organic food.

8. Limitations and Future work

The current study has some limitations that could be addressed in future research work. First, our review process is mainly qualitative in nature and, thus, may include some subjective evaluations and judgments which could potentially add bias in the study findings. Future research may employ a quantitative approach (meta-analysis) for review, to improve understandings on the relative importance of identified motives and

barriers in different stages of consumer purchase decision-making in the context of organic food. Second, our study primarily focused on consumers' motivation and barriers in organic food consumption, while future research may focus on the other stakeholders (such as farmers and retailers or brands) and their motivation to participate in the organic movement or barriers that hinder their participation and further involvement. Lastly, our motives were focused on the consumption values of the products and did not involve the psychological factors that drive organic food consumption, and a future study may consider them to improve the understanding of the topic under consideration.

9. Conclusion

This study presents a systematic literature review of different motives and barriers and their association with consumer purchase decisions toward organic food. The current study is one of the first comprehensive reviews of motives and barriers. The review clearly suggests the number of empirical studies on organic food has sharply risen in the past decade, indicating a growing interest in organic food globally. The systematic literature review evaluated the selected 89 studies on various parameters, such as publishing timeline, theories, dependent variables, moderators, and control variables adopted, research methods, and geographic scope of the publications. The main objectives of this systematic literature review were: a) classification of different motives and barriers based on two well-known theories, namely theory of consumption values and innovation resistance theory; b) examining motives and barriers with respect to different groups developed based on consumer involvement, research design and country status; c) development of an integrated framework on the possible associations between motives, barriers and purchase decisions in context to organic food.

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A1. Summary of the self-reported motives

	Consumer Involvement (CI)				Research Design (RD)			Country Status (CS)		
Motives ***83 (100%)***	**Buyers (CI_1) (n=37)**	**OCB (CI_2) (n=2)**	**General (CI_3) (n=45)**	**(%)**	**Qualitative (RD_1) (n=14)**	**Quantitative (RD_2) (n=69)**	**(%)**	**Developed (CS_1) (n=56)**	**Emerging (CS_2) (n=27)**	**(%)**
Functional value										
Harmful ingredients-free ***13 (16)***	P5, P10, P16, P17, P43, P53, P74, P76, P84	P49	P22, P29, P69	***CI_1(69) CI_2(08) CI_3(23)***	P5, P10, P49,P53, P84	P16, P17, P22, P29, P43, P69, P74, P76	***QM_1(38) QM_2(62)***	P5, P10, P22, P29, P49, P53, P69, P74, P76, P84	P16, P17, P43	***CS_1(77) CS_2(23)***
Sensory aspect ***29 (35)***	P1, P10, P15, P17, P20, P23, P47, P48, P53, P61, P63, P65, P66, P79, P84, P87	P49	P11, P18, P19, P24, P30, P34, P35, P37, P45, P69, P86, P62	***CI_1(55) CI_2(03) CI_3(41)***	P1, P10, P47,P48, P49,P53, P84	P11, P15, P17, P18, P19, P20, P23, P24, P30, P34, P35, P37, P45, P61, P62 P63, P65, P66, P69, P79, P86, P87	***QM_1(24) QM_2(76)***	P1, P10, P19, P24, P30, P34, P35, P45, P47, P48, P49, P53, P62, P66, P69, P84, P86, P87	P11, P15, P17, P18, P20, P23, P37, P61, P63, P65, P79	***CS_1(62) CS_2(38)***
Quality ***18 (22)***	P3, P13, P15, P20, P23, P66, P68, P76	P16	P2, P21, P24, P28, P29, P52, P59, P71, P85	***CI_1(44) CI_2(06) CI_3(50)***	P68	P2, P3, P13, P16, P20, P21, P23, P24, P28, P29, P52, P59, P66, P71, P76, P85	***QM_1(06) QM_2(94)***	P2, P3, P13, P24, P28, P29, P59, P66, P71, P76, P85	P15, P16, P20, P21, P23, P52, P68	***CS_1(61) CS_2(39)***
Food safety (security) ***18 (22)***	P16, P58, P61, P70, P84		P7, P13, P24, P25, P26, P27, P29, P31, P35, P38, P54, P55, P80	***CI_1(28) CI_2(0) CI_3(72)***	P58, P84	P7, P13, P16, P24, P25, P26, P27, P29, P31, P35, P38, P54, P55, P61, P70, P80	***QM_1(11) QM_2(89)***	P13, P24, P29, P31, P35, P58, P70, P80, P84	P7, P16, P25, P26, P27, P38, P54, P55, P61	***CS_1(50) CS_2(50)***
Nutritional value ***09 (11)***	P10, P16, P17, P20, P32, P84		P19, P29, P39	***CI_1(67) CI_2(0) CI_3(33)***	P10, P84	P16, P17, P19, P20, P29, P32, P39	***QM_1(22) QM_2(78)***	P10, P19, P29, P39, P84	P16, P17, P20, P32	***CS_1(56) CS_2(44)***

Natural content ***07 (08)***	P16		P2, P11, P45, P69, P81, P82	***CI_1(14) CI_2(0) CI_3(86)***		P2, P11, P16, P45, P69, P81, P82	***QM_1(14) QM_2(86)***	P2, P45, P69, P82	P11, P16, P81	***CS_1(57) CS_2(43)***
Freshness ***03 (04)***	P63, P84		P29	***CI_1(67) CI_2(0) CI_3(33)***	P84	P29, P63	***QM_1(33) QM_2(67)***	P29, P84	P63	***CS_1(67) CS_2(33)***
Health attribute ***39 (47)***	P3, P5, P13, P23, P32, P48, P53, P57, P61, P63, P65, P66, P68, P70, P79, P83, P84, P87	P49	P2, P11, P13, P14, P18, P19, P24, P26, P28, P30, P35, P37, P39, P45, P55, P59, P69, P77, P85, P86	***CI_1(46) CI_2(03) CI_3(51)***	P5, P48, P49,P53, P68, P84	P2, P3, P11, P13, P18, P19, P23, P24, P26, P28, P30, P32, P35, P37, P39, P45, P55, P57, P59, P61, P63, P65, P66, P69, P70, P77, P79, P83, P85, P86, P87	***QM_1(15) QM_2(85)***	P2, P3, P5, P13, P14, P19, P24, P28, P30, P35, P39, P45, P48, P49, P53, P57, P59, P66, P69, P70, P77, P83, P84, P85, P86, P87	P11, P18, P23, P26, P32, P37, P55, P61, P63, P65, P68, P79	***CS_1(67) CS_2(33)***
Emotional value										
Mood/ Emotion ***07 (08)***	P53, P58, P72, P78		P2, P51, P81	***CI_1(57) CI_2(0) CI_3(43)***	P53,P58, P72, P78	P2, P51, P81	***QM_1(57) QM_2(43)***	P2, P51, P53, P58, P72, P78	P81	***CS_1(86) CS_2(14)***
Social value										
ENV ***53 (65)***	P1, P3, P13, P16, P17, P20, P32, P36, P41, P43, P48, P53, P57, P58, P61, P63, P65, P66, P68, P70, P72, P73, P74, P78, P83, P87, P88	P49	P2, P4, P12, P13, P14, P24, P25, P27, P30, P33, P34, P35, P38, P40, P42, P52, P54, P55, P56, P59, P60, P71, P75, P77, P81	***CI_1(50) CI_2(02) CI_3(48)***	P1, P48, P49,P53, P58,P68, P72,P78, P88	P2, P3, P4, P12, P13, P14, P16, P17, P20, P24, P25, P27, P30, P32, P33, P34, P35, P36, P38, P40, P41, P42, P43, P52, P54, P55, P56, P57, P59, P60, P61, P63, P65, P66, P70, P71,	***QM_1(17) QM_2(83)***	P1, P2, P3, P4, P12, P13, P14, P24, P30, P33, P34, P35, P36, P40, P42, P48, P49, P53, P56, P57, P58, P59, P60, P66, P70, P71, P72, P73, P74, P77, P78, P83, P87, P88	P16, P17, P20, P25, P27, P32, P38, P41, P43, P52, P54, P55, P61, P63, P65, P68, P75, P81	***CS_1(63) CS_2(37)***

						P73, P74, P75, P77, P81, P83, P87				
Social approval ***01 (01)***			P4	***$CI_1(0)$ $CI_2(0)$ $CI_3(100)$***		P4	***$QM_1(0)$ $QM_2(100)$***	P4		***$CS_1(100)$ $CS_2(0)$***
Reputation concern ***01 (01)***			P9	***$CI_1(0)$ $CI_2(0)$ $CI_3(100)$***		P9	***$QM_1(0)$ $QM_2(100)$***	P9		***$CS_1(100)$ $CS_2(0)$***
Social identity ***04 (05)***	P72		P9, P31, P80	***$CI_1(25)$ $CI_2(0)$ $CI_3(75)$***	P72	P9, P31, P80	***$QM_1(25)$ $QM_2(75)$***	P9, P31, P72, P80		***$CS_1(100)$ $CS_2(0)$***
Support LFS (fair-trade) ***11 (13)***	P32, P57, P63, P72, P78, P83, P84, P88		P33, P56, P60	***$CI_1(73)$ $CI_2(0)$ $CI_3(27)$***	P72,P78, P84, P88	P32, P33, P56, P57, P60, P63, P83	***$QM_1(36)$ $QM_2(64)$***	P33, P56, P57, P60, P72, P78, P83, P84, P88	P32, P63	***$CS_1(82)$ $CS_2(18)$***
Animal welfare ***09 (11)***	P1, P32, P57		P30, P40, P42, P45, P60, P81	***$CI_1(33)$ $CI_2(0)$ $CI_3(67)$***	P1	P30, P32, P40, P42, P45, P57, P60, P81	***$QM_1(11)$ $QM_2(89)$***	P1, P30, P40, P42, P45, P57, P60	P32, P81	***$CS_1(78)$ $CS_2(22)$***
Regional production ***08(10)***	P3, P10, P66, P84, P88		P2, P14, P82	***$CI_1(63)$ $CI_2(0)$ $CI_3(38)$***	P10,P84, P88	P2, P3, P14, P66, P82	***$QM_1(38)$ $QM_2(63)$***	P2, P3, P10, P14, P66, P82, P84, P88		***$CS_1(100)$ $CS_2(0)$***
Epistemic value										
Nostalgia ***01 (01)***	P73			***$CI_1(100)$ $CI_2(0)$ $CI_3(0)$***		P73	***$QM_1(0)$ $QM_2(100)$***	P73		***$CS_1(100)$ $CS_2(0)$***
Fashionable ***02 (02)***	P63, P79			***$CI_1(100)$ $CI_2(0)$ $CI_3(0)$***		P63, P79	***$QM_1(0)$ $QM_2(100)$***		P63, P79	***$CS_1(0)$ $CS_2(100)$***
Knowledge ***03 (04)***	P23		P69, P71	***$CI_1(33)$ $CI_2(0)$ $CI_3(67)$***		P23, P69, P71	***$QM_1(0)$ $QM_2(100)$***	P69, P71	P23	***$CS_1(67)$ $CS_2(33)$***
Conditional value										
Convenience ***01 (01)***	P3			***$CI_1(100)$ $CI_2(0)$ $CI_3(0)$***		P3	***$QM_1(0)$ $QM_2(100)$***	P3		***$CS_1(100)$ $CS_2(0)$***
Personal health ***32 (39)***	P1, P15, P16,	P49	P7, P12, P21,	***$CI_1(50)$ $CI_2(03)$***	P1, P48,	P7, P12, P15,	***$QM_1(25)$ $QM_2(75)$***	P1, P12, P22,	P7, P15,	***$CS_1(59)$ $CS_2(41)$***

	P32, P41, P43, P48, P53, P58, P72, P73, P76, P78, P83, P88, P89		P22, P25, P27, P38, P45, P51, P54, P55, P56, P71, P75, P80	***CI_3(47)***	P49,P53, P58,P72, P78, P88	P16, P21, P22, P25, P27, P32, P38, P41, P43, P45, P51, P54, P55, P56, P71, P73, P75, P76, P80, P83, P89		P45, P48, P49, P51, P53, P56, P58, P71, P72, P73, P76, P78, P80, P83, P88, P89	P16, P21, P25, P27, P32, P38, P41, P43, P54, P55, P75	
Media exposure to food messages ***01 (01)***			P7	***CI_1(0)*** ***CI_2(0)*** ***CI_3(100)***		P7	***QM_1(0)*** ***QM_2(100)***		P7	***CS_1(0)*** ***CS_2(100)***
Children at home/ household member ***04 (04)***	P50, P68, P74, P89			***CI_1(100)*** ***CI_2(0)*** ***CI_3(0)***	P50, P68	P74, P89	***QM_1(50)*** ***QM_2(50)***	P50, P74, P89	P68	***CS_1(75)*** ***CS_2(25)***
Local pollution ***03 (04)***	P5, P10		P42	***CI_1(67)*** ***CI_2(0)*** ***CI_3(33)***	P5, P10	P42	***QM_1(67)*** ***QM_2(33)***	P5, P10, P42		***CS_1(100)*** ***CS_2(0)***

Note: ENV-environment; LFS-local farmers and suppliers; OCB-occasional buyers, CI-consumer involvement; CI_1, CI_2 & CI_3- represents three categories of studies based on consumer involvement i.e. Buyers, Occasional Buyers and General Buyers respectively; RD- research design; RD_1 and RD_2- represents two types of studies based on research design i.e. qualitative and quantitative respectively; CS- country status; CS_1 and CS_2- represents two categories of studies based on country status i.e. developed and emerging respectively; P (n)- refers to the coding of the selected paper and details of each paper has been provided in comprehensive table; n- represents the total number of studies on the selected variables; %- represents percentage of the total studies on the selected variables; Row- represents all the studies on the selected variable (motives); Column- represents studies on all the variables (motives) based on particular classification.

A2. Summary of the self-reported barriers

	Consumer Involvement (CI)					Research Design (RD)			Country Status (CS)		
Barriers N=45 (100%)	**Buyers *CI_1* (n=13)**	**OCB *CI_2* (n=13)**	**Non-Buyers *CI_3* (n=4)**	**General *CI_4* (n=26)**	**(%)**	**Qualitative RD_1 (n=08)**	**Quantitative RD_2 (n=36)**	**(%)**	**Develop CS_1 (n=27)**	**Emerging CS_2 (n=18)**	**(%)**
Usage barrier											
Limited variety/ poor product range ***03 (06)***	P17, P74			P35	***CI_1(67) CI_2(0) CI_3(0) CI_4(33)***		P17, P35, P74	***QM_1(0) QM_2(100)***	P35, P74	P17	***CS_1(67) $CS_2$33)***
Availability ***24 (53)***	P13, P17, P48, P50, P67, P74, P83	P8, P16, P49	P61	P7, P13, P18, P22, P24, P35, P37, P42, P46, P52, P55, P69, P86	***CI_1(29) CI_2(13) CI_3(4) CI_4(54)***	P48, P49, P50	P8, P7, P13, P16, P17, P18, P22, P24, P35, P37, P42, P46, P52, P55, P61, P67, P69, P74, P83, P86	***QM_1(13) QM_2(87)***	P8, P13, P24, P35, P42, P46, P48, P49, P50, P67, P69, P74, P83, P86	P7, P16, P17, P18, P22, P37, P52, P55, P61	***CS_1(61) CS_2(39)***
Low visibility in the shop ***3 (06)***	P17	P49		P24	***CI_1(33) CI_2(33) CI_3(0) CI_4(33)***	P49	P17, P24	***QM_1(33) QM_2(67)***	P24, P49	P17	***CS_1(67) CS_2(33)***
Limited information ***8 (18)***	P17, P48, P63, P79, P88			P29, P42, P69	***CI_1(63) CI_2(0) CI_3(0) CI_4(38)***	P48, P88	P17, P29, P42, P63, P69, P79	***QM_1(25) QM_2(75)***	P29, P42, P48, P69, P88	P17, P63, P79	***CS_1(63) CS_2(38)***
Convenience ***5 (11)***	P17, P88			P2, P38, P69	***CI_1(40) CI_2(0) CI_3(0) CI_4(60)***	P88	P2, P17, P38, P69	***QM_1(20) QM_2(80)***	P2, P69, P88	P17, P38	***CS_1(60) CS_2(40)***
Value barrier											
Higher price ***34 (89)***	P13, P17, P48, P53, P63, P68, P74, P83,	P8, P16, P49, P78, P88	P43, P61	P2, P7, P6, P13, P14, P18, P24, P26,	***CI_1(26) CI_2(15) CI_3(6) CI_4(53)***	P48, P49, P53, P68, P78, P84	P2, P8, P7, P6, P13, P14, P16, P17, P18, P24, P26, P27, P38,	***QM_1(43) QM_2(57)***	P2, P8, P6, P13, P14, P24, P39, P40, P46,	P7, P16, P17, P18, P26, P27, P38, P43, P54,	***CS_1(59) CS_2(41)***

	P84			P27, P38, P39, P40, P46, P54, P55, P69, P85, P86			P39, P40, P43, P46, P54, P55, P61, P63, P69, P74, P83, P85, P86		P48, P49, P53, P69, P74, P78, P83, P84, P85, P86	P55, P61, P63, P68	
Time ***2 (4)***				P7, P38	***$CI_1(0)$ $CI_2(0)$ $CI_3(0)$ $CI_4(100)$***		P7, P38	***$QM_1(0)$ $QM_2(100)$***		P7, P38	***$CS_1(0)$ $CS_2(100)$***
Tradition barrier											
Sensory cues (appearance and olfactory cues) ***3 (06)***	P17, P83	P49			***$CI_1(67)$ $CI_2(33)$ $CI_3(0)$ $CI_4(0)$***	P49	P17, P83	***$QM_1(33)$ $QM_2(67)$***	P49, P83	P17	***$CS_1(67)$ $CS_2(33)$***
Shorter shelf life ***1 (2)***				P24	***$CI_1(0)$ $CI_2(0)$ $CI_3(0)$ $CI_4(100)$***		P24	***$QM_1(0)$ $QM_2(100)$***	P24		***$CS_1(100)$ $CS_2(0)$***
Habit ***2 (4)***	P88	P49			***$CI_1(50)$ $CI_2(50)$ $CI_3(0)$ $CI_4(0)$***	P49, P88		***$QM_1(100)$ $QM_2(0)$***	P49, P88		***$CS_1(100)$ $CS_2(0)$***
Satisfaction with conventional product ***2 (4)***		P88	P85		***$CI_1(0)$ $CI_2(50)$ $CI_3(50)$ $CI_4(0)$***	P88	P85	***$QM_1(50)$ $QM_2(50)$***	P85, P88		***$CS_1(100)$ $CS_2(0)$***
Lack of knowledge ***9 (20)***	P13	P67	P43, P85	P13, P22, P24, P26, P54	***$CI_1(11)$ $CI_2(11)$ $CI_3(22)$ $CI_4(56)$***		P13, P22, P24, P26, P43, P54, P67, P85	***$QM_1(0)$ $QM_2(100)$***	P13, P22, P24, P67, P85	P26, P43, P54	***$CS_1(63)$ $CS_2(38)$***
Image barrier											
Perceived skepticism	P63, P88	P49		P26, P27, P42, P44, P46, P54,	***$CI_1(20)$ $CI_2(10)$ $CI_3(0)$***	P49, P88	P26, P27, P42, P44, P46, P54, P63, P64	***$QM_1(20)$ $QM_2(80)$***	P42, P44, P46, P49, P88	P26, P27, P54, P63, P64	***$CS_1(50)$ $CS_2(50)$***

against organic food ***10 (22)***				P64	***CI_4(70)***						
No perceived difference between organic and conventional ***3 (06)***			P8	P6, P44	***CI_1(0) CI_2(0) CI_3(33) CI_4(67)***		P8, P6, P44	***QM_1(0) QM_2(100)***	P8, P6, P44		***CS_1(100) CS_2(0)***
Risk barrier											
Lack of trust in stakeholders ***6 (13)***	P17	P67	P43	P14, P54, P64	***CI_1(17) CI_2(17) CI_3(17) CI_4(50)***		P14, P17, P43, P54, P64, P67	***QM_1(0) QM_2(100)***	P14, P67	P17, P43, P54, P64	***CS_1(33) CS_2(67)***
Doubt regarding certification/ labeling/ ***7 (15)***		P67		P7, P6, P44, P55, P85, P86	***CI_1(0) CI_2(14) CI_3(0) CI_4(86)***		P7, P6, P44, P55, P67, P85, P86	***QM_1(0) QM_2(100)***	P6, P44, P67, P85, P86	P7, P55	***CS_1(71) CS_2(29)***

Note: OCB-occasional buyers; CI-consumer involvement; CI_1, CI_2, CI_3 and CI_4- represents four categories of studies based on consumer involvement i.e. Buyers, Occasional Buyers, Non Buyers and General Buyers respectively; RD- research design; RD_1 and RD_2- represents two types of studies based on research design i.e. qualitative and quantitative respectively; CS- country status; CS_1 and CS_2- represents two categories of studies based on country status i.e. developed and emerging respectively; P (n)- refers to the coding of the selected paper and details of each paper has been provided in comprehensive table; n- represents the total number of studies on the selected variables; %-represents percentage of the total studies on the selected variables; Row- represents studies on the selected variable (barriers); Column- represents studies on all the variables (barriers) based on particular classification.

A3. Summary of the included studies

S.N	Authors (Year)	Country	Theoretical Framework	Method/Design	Major Findings *(*In descending order if suggested*)	
					Motives	**Barriers**
P1	(Ditlevsen et al., 2019a)	Denmark	BTCA	Six Focus groups (N = 39)	health related concerns, concern towards environment, animal welfare, and taste*	-
P2	(Janssen, 2018a)	Germany	-	Panel data (N = 9470)	environmental protection, healthiness and naturalness, quality and enjoyment, local and domestic food	price consciousness and convenience orientation
P3	(Hashem et al., 2018)	UK	-	Interviews and Survey (N = 416)	anti-globalization, environmental, health benefits (product), food quality and convenience	-
P4	(Shin et al., 2018)	US	MET	Survey: 473 Amazon MTURK	health consciousness (personal), social value, and environmental concern	-
P5	(Orlando, 2018)	Italy	-	Observation and interviews (N = 33)	quality and mitigation of local pollution risk	-
P6	(Torres-Ruiz et al., 2018b)	Spain	MET and TPB	Interview (N = 800)	-	Low level of confidence in certification, no perceive difference between conventional and organic, and perceived cost (time, effort and money)
P7	(Pham et al., 2018a)	Vietnam	-	Survey (N = 289)	health consciousness, food safety concern, media exposure to food messages, environmental concern and food taste	inadequate availability, high price, poor labeling and extra time

						required
P8	(Torres-Ruiz, Vega-Zamora, & Parras-Rosa, 2018a)	Spain	-	Survey (N = 739)	-	the lower value of "organic" attribute as compared to a conventional food product
P9	(Puska et al., 2018)	Finland	CST	Three experiments (N=80, N=88 and N=257)	status motives and reputational concern	-
P10	(Schrank & Running, 2018)	USA	EHM	Interviews (N = 58)	Support to local economy, reduced carbon footprint, superior taste, nutritional quality, and avoidance of synthetic pesticide	-
P11	(Sobhanifard, 2018)	Iran	-	Interview (N = 15), Survey (N = 546)	marketing (price, newer taste, mode, information, and availability), perceived naturalness (perceived nutritional value, natural look, taste and color), trust (security, doubt, and claims) and sanitary (health, harmless and healthy production)	-
P12	(T. Hansen et al., 2018)	Denmark	HMIBP	Survey (N = 1176)	health consciousness (personal health) and environmental consciousness*	-
P13	(Brył, 2018)	Poland	-	Survey (N = 1000)	ecological benefits (eco-friendliness), quality benefits, health, taste and safety.	low availability, high prices, limited consumer knowledge and skepticism towards the systems of certification and labeling
P14	(Scalvedi &	Italy	-	Survey (N = 3004)	healthy diet, origin, environmental	lack of trust and price

	Saba, 2018b)				benefits*	
P15	(Chekima et al., 2017)	Malaysia	-	Survey (N = 133)	sensory appeal, product specific attitude, and health orientation	-
P16	(Hasimu et al., 2017)	China	-	Interviews (N = 50)	health and security	availability and high price
P17	(Nandi et al., 2017)	India	-	Survey (N = 201)	nutrients content, trust on retailer, presence of chemical in conventional products, and environmental concern	availability, price, less product range, supply (irregular), shop distance, no labels, less attractive, lack of trust in retailers, and limited information
P18	(Petrescu et al., 2017)	Romania	-	Survey (N = 420)	health (personal) and taste	higher prices and availability
P19	(Dumortier et al., 2017)	USA	-	Survey (N = 186)	health (product), nutrition and taste	-
P20	(Escobar-López, Espinoza-Ortega, Vizcarra-Bordi, & Thomé-Ortiz, 2017)	Mexico	-	Survey (N = 656)	nutritional content**,** trust, certifications, environmental concerns, sensory aspects, availability, health (personal), and economic aspects	-
P21	(Husic-Mehmedovic et al., 2017a)	European countries	SCT & MET	Survey (N = 218)	intrinsic food quality (touch, color, size, texture, and shape) attribute and health (personal)	-

P22	(Wojciechowska-Solis & Soroka, 2017b)	Poland	-	Survey (N =3436)	health (personal & relatives) and the lack of harmful substances	lack of skills to distinguish organic food, and availability
P23	(Rahnama, 2017)	Iran	TCV	Survey (N = 483)	functional (price, quality and taste), conditional, epistemic and health has a positive effect on the choice of organic product epistemic and health value has the highest impact. social and emotional value was insignificant	-
P24	(Bryła, 2016)	Poland	-	Survey (N = 1000)	healthy, ecological benefit, food safety, taste, and quality*	premium price, low awareness, availability issue, expiry dates (short) and less visibility*
P25	(Teng & Lu, 2016)	Taiwan	-	Survey (N = 457)	food safety concern, health consciousness (personal) and ecological motivation	-
P26	(Misra & Singh, 2016)	India	-	Survey (N = 150)	trust and certification, health and safety of product, availability, information and, lifestyle	Low awareness, doubt on quality and price difference
P27	(McCarthy et al., 2016)	China	-	Interviews (N = 58) and Survey (N = 402)	environment-friendly, GMO-free, health (personal) and safety	less familiarity with labelling, higher price and doubt on certified food
P28	(Seegebarth, Behrens, Klarmann,	USA and Germany	-	Survey (N = 206, N = 240)	healthier and better quality (USA), value for money (Germany)	-

	Hennigs, & Scribner, 2016)					
P29	(Vukasovič, 2016)	Slovenia	-	Survey (N = 520)	nutritional value, freshness, quality, safety and organically grown	consumer information
P30	(Moser, 2016)	Germany	-	Survey and panel (N = 1760)	animal welfare, self-interested belief (taste and health (product)), and environment	-
P31	(Hwang, 2016)	USA	-	Survey (N = 183, 153)	self-presentation and food safety concerns	-
P32	(Nandi et al., 2016)	India	PPT	Survey (N = 201)	health (product and personal) and environmental concerns, humanity (animal welfare and concern for local farmers), healthy eaters (nutritional content), control of organic food production and marketing (confidence)	-
P33	(Monier-Dilhan & Bergès, 2016)	France	-	Panel data (N = 22,539)	social and environmental	-
P34	(Becker et al., 2016)	Israel	-	Survey (N = 250)	environmental awareness and taste differences	-
P35	(Bruschi et al., 2015)	Russia	-	Survey (N=160)	health, taste, and environment	mistrust in food certifications
P36	(Adasme-Berrios et al., 2015)	Chile	-	Survey (N=425)	health and nutrition, ethical benefit (group 1) family income level (group 2)	-
P37	(Thøgersen et al., 2015)	China and Brazil	EVAT & ECGTSAT	Survey (N=558 Chinese Consumer) and (N=446 Brazilian consumers)	taste, healthiness and environment	-

P38	(Yazdanpanah et al., 2015)	Iran	HBM	Survey (N=389)	food safety and perceived health (personal and environment**)**	time, cost and inconvenience
P39	(Ergönü & Ergönü, 2015)	Turkey	-	Survey (N=600)	health (product) and nutritional value	price
P40	(Van Doorn & Verhoef, 2015)	Netherland	CBAF	Panel data (N= 1246)	biospheric values (animal welfare and environment)	egoism and price consciousness
P41	(Nedra et al., 2015)	Tunisia	TRA	Survey (N=350)	health (personal) and environment	-
P42	(von Meyer-Höfer et al., 2015)	Germany and Chile	TPB	Survey: Germany (N = 283) and Chile (N = 284)	health aspects or taste (Germany), altruistic motive (Chile)	lack information (Chile), perceived skepticism against organic food (Germany) and price
P43	(Xie et al., 2015)	China	-	Interviews and Survey (N=388)	environment benefit, health (product), non-GMO and taste	higher price, limited knowledge, and availability
P44	(Vittersø & Tangeland, 2015)	Norway	-	Survey (N=1987)		trust related to labeling system, quality, and no perceive benefits from buying organic food
P45	(Hasselbach & Roosen, 2015)	Germany	FCQ	Survey (N=720)	sensory appeal, animal welfare, natural content, health (personal and product), and price	-
P46	(Buder, Feldmann, & Hamm, 2014)	Germany	-	Survey (N=817)		insufficient availability, price, and quality

P47	(Asioli et al., 2014)	Germany and Italy	-	Focus group (N=31 German consumers) and (N=41 Italian consumers)	flavor and odor	-
P48	(Vega-Zamora, Torres-Ruiz, Murgado-Armenteros, & Parras-Rosa, 2014a)	Spain	-	Focus group (N=32)	health (personal and product), flavor and environment	high price, accessibility difficulties (availability), lack of information
P49	(Henryks et al., 2014)	Australia	-	Interviews (N=21)	perceived health (personal and product), environment benefit, pesticide-free, and taste	availability, false assumption (confusion), visibility/accessibility, habit, visual and olfactory cues; and price
P50	(Aschemann-Witzel & Niebuhr Aagaard, 2014)	Denmark	TPB and MAOM	Interviews (N=10)	moral beliefs and household member's preferences	high price and availability
P51	(Nasir & Karakaya, 2014)	Europe	-	Survey (N = 316)	utilitarian (useful, beneficial, valuable, and wise), hedonic (pleasure, nice and happy), and health orientation	-
P52	(Pomsanam, Napompech, & Suwanmaneepong, 2014)	Thailand	-	Survey (N = 400)	environment and food quality	lack of availability
P53	(Zagata, 2014)	Czech	MEA	Laddering approach (N=32)	chemical-free, environmentally	expensive

		Republic			friendly, healthy (personal and product) better sensory qualities and highly varied selection (source of pleasure)	
P54	(Chen et al., 2014)	China	CDP, TPB, and HOEM	Survey (N = 935)	food safety concern in relation to environment and personal health	confusion, lack of trust, expensive and awareness
P55	(Sondhi, 2014)	India	-	Survey (N=650)	food safety, environmental consciousness, and health (personal and product)	Doubt on certification, higher pricing, doubtful certification and irregular availability
P56	(Nikolić, Uzunović, & Spaho, 2014)	Bosnia and Herzegovina	-	Survey (N= 800)	environment, health (personal and product), and local community	-
P57	(Dowd & Burke, 2013)	Australia	TPB and FCQ	Survey (N=137)	health (product)and ethical values	-
P58	(Bauer et al., 2013)	Germany	-	Laddering technique (N=12)	healthiness (personal), hedonism (pleasure), environmental friendliness, and food safety	-
P59	(Liu, Kanter, Messer, & Kaiser, 2013)	USA	-	Experiment (N=148)	health (product) benefits, food contamination (lesser risk), superior quality perception and sustainable environment	-
P60	(Padilla Bravo et al., 2013)	Germany	-	Panel data (N=13,074)	altruistic motives (environment, animal welfare, and fair-trade)	-

P61	(Lillywhite et al., 2013a)	Jordon	-	Survey (N=147)	healthier (product) and safer, taste, environment, help farmers, satisfaction, family and children, animal welfare, knowledge*	price, availability, no trust in organic, doubt on health benefits of organic, shelf life, not attractive*
P62	(Cerda et al., 2012)	Chile	-	Survey (N = 400)	Method of production (organic), sweet apples (flavor), fuji variety, lowest price	-
P63	(Sangkumchaliang & Huang, 2012)	Thailand	-	Survey (N = 390)	health (product) and environment, support to small and local farmers, fashionable products, and freshness and taste	consumer information, authenticity, and price
P64	(Tung et al., 2012)		TPB	Survey (N=913)	-	lack of trust and consumer confusion
P65	(Thøgersen & Zhou, 2012)	China	EVAT and BST	Mall-intercept Survey (N=771)	healthiness (product), taste, and environmental friendliness	-
P66	(Hamzaoui-Essoussi & Zahaf, 2012)	Canada	-	Survey (N=324)	tastier, environmentally friendly, healthier, superior quality, and support to the local economy	-
P67	(Jensen, Denver, & Zanoli, 2011)	Denmark, Italy and UK	-	Panel Data (N=1325 Danish panel) (N=5172 Italian panel) (N= 8096 UK panel)	-	limited availability (regular users) limited interest and knowledge regarding production and processing and trust issues with certification process and stakeholders

						(occasional users)
P68	(Sirieix et al., 2011)	China	-	Interviews (N= 23)	self-motives (health and quality), other-oriented motives (children s' health), and environmental concerns	price
P69	(Żakowska Biemans, 2011)	Poland	FCQ, FRLQ	Survey (N= 1010)	the sensory appeal, health, natural content, ethical concern, familiarity*	information on organic food labeling, availability, price, and convenience
P70	(Cerjak, Mesić, Kopić, Kovačić, & Markovina, 2010)	Croatia, Bosnia-Herzegovina, and Slovenia	-	Survey (N= 600)	health value and environment (Croatia and Slovenia), connect to nature, health and safety value of organic food (Bosnia Herzegovina)	-
P71	(Smith & Paladino, 2010)	Australia	TRA	Survey (N=157)	knowledge, health, environment, subjective norm, familiarity, and quality	-
P72	(Essoussi & Zahaf, 2009)	Canada	-	Interviews (N= 21)	health, environment, support for local farmers, happiness, and social status	-
P73	(Cicia et al., 2009)	Italy	MEC	Laddering technique (N=45) and telephone survey (N=203)	health, environment, and nostalgia	-
P74	(González, 2009)	Costa Rica	-	Survey (N= 150)	Environment protection, chemical-free, family members (numbers), and presentation	availability, limited variety, limited supply, and high price *
P75	(Mei Fiang Chen, 2009)	Taiwan	-	Survey (N=470)	health and environment	-
P76	(First & Brozina,	Croatia	-	Survey (N= 110)	avoiding harmful ingredients	-

	2009)				(chemical-free), own health(improvement, avoidance of risks), product quality, taste*	
P77	(de Magistris & Gracia, 2008)	Italy	-	Survey (N=200)	health and environment	-
P78	(Hamzaoui Essoussi & Zahaf, 2008)	Canada	-	Focus group	health, support to local farmers, feel good, friendly towards, make them feel better and support local farmers	price
P79	(Roitner-Schobesberger et al., 2008)	Thailand	-	Survey (N=848)	health benefit, attraction for new and fashionable product, and taste*	lack of information
P80	(Michaelidou & Hassan, 2008)	Scotland	-	Survey (N= 222)	food safety, ethical self-identity, and health*	-
P81	(Mei Fang Chen, 2007)	Taiwan	FCQ	Survey (N=470)	animal welfare, mood, political values, environmental protection, natural content, and religion	-
P82	(Onyango, Hallman, & Bellows, 2007)	USA	-	Survey (N=1201)	naturalness, and local production	-
P83	(Aguirre, 2007)	Costa Rica	-	Survey (N=480)	health, environment, concern about own health, and help farmers*	price, availability, and appearance
P84	(Zepeda et al., 2006)	USA	-	Focus group (N=22)	taste, the origin of food, health or nutrition, non-GMO, fresh, safe, and labor practices*	price
P85	(Botonaki et al., 2006)	Greece	-	Survey (N=585)	healthier than conventional, and food quality	higher prices, the satisfaction of the conventional products, less knowledge and

						awareness about certification system and mistrust in the certification process
P86	(Lea & Worsley, 2005)	Australia	-	Survey (N= 223)	health, taste, and environment	price, availability, and mistrust regarding labeling
P87	(Chryssohoidis & Krystallis, 2005)	Greece	-	Survey (N= 205)	health, taste, and environment	-
P88	(Padel & Foster, 2005a)	UK	-	Focus groups (N=96) and laddering interviews (N=85) :	personal health (personal illness and food allergies), taste, support for local and fair-trade, animal welfare, and environment	price, lack of information, availability, poor presentation and mistrust on organic food
P89	(Finch, 2005)	USA	TCV	Interviews (N=70) and Survey (N=160)	conditional (event), social (wealthy/educated) and emotional (confusion) are the significant factors that discriminate buyers from non-buyers	-

Abbreviation: BST-Bem's self-perception theory, BTCA-Boltanski and Thevenot's conventions approach, CBAF-Cost-benefit analysis framework, CDP-consumer decision-making process, CST-costly signaling theory, EVAT-expectancy-value attitude theory, EHM-eco-habitus model, ECGTSAT-Eagly and Chaiken's general-to-specific attitudes theory, FCQ- food choice questionnaire, FRLQ-food-related lifestyle questionnaire, GMO-genetically modified organism, HBM-health-belief model, HMIBP-Hierarchical motivational–identity–behavior perspective, HOEM-hierarchy of effects model , MET-means-end theory, MEC-Means-end –chain, MEA-means-end approach, , MAOM-motivation, ability and opportunity model, PPT-push-pull theory, SCT-self-concept theory, TPB-theory of planned behaviour, TRA- theory of reasoned action, TCV-theory of consumption values

A4. Journal, Country, H Index, Citation and Quality evaluation scores (As of June 2019)

Study	Journals	Country	H-Index	Citations	QE1	QE2	QE3	QE4	Total (QE1+QE2+ QE3+QE4)
P1	FQP	UK	100	02	1.5	2	2	2	7.5
P2	FQP	UK	100	17	2	2	2	2	8
P3	BFJ	UK	69	5	3.5	2	2	1.5	9
P4	JQAIHAT	US	24	0	2	2	2	1	7
P5	CAFE	US	12	1	1.5	2	1	1	5.5
P6	BSE	US	84	3	2	2	2	1.5	7.5
P7	JSM	UK	42	9	2	2	2	1.5	7.5
P8	STB	CH	53	2	2	1	1	1.5	5.5
P9	APP	NL	120	7	2	2	2	2	8
P10	JCC	US	49	11	1.5	2	2	1.5	7
P11	BFJ	UK	69	5	3.5	2	2	1.5	9
P12	FP	UK	85	13	2	2	2	1.5	7.5
P13	BFJ	UK	69	6	2	2	2	1.5	7.5
P14	BFJ	UK	69	7	2	2	2	1.5	7.5
P15	JCP	NL	150	18	2	2	2	2	8
P16	APP	NL	120	20	1.5	2	2	2	7.5
P17	JFPM	US	19	13	2	2	2	1	7
P18	ASFS	UK	35	14	2	2	1	1	6
P19	JIFABM	US	19	11	2	1	2	1	6
P20	BFJ	UK	69	15	2	2	2	1.5	7.5
P21	BFJ	UK	69	9	2	2	2	1.5	7.5
P22	BFJ	UK	69	10	2	2	2	1.5	7.5
P23	JFPM	US	19	3	2	2	1	1	6
P24	APP	NL	120	69	2	2	2	2	8
P25	APP	NL	120	30	2	2	2	2	8
P26	BFJ	UK	69	12	2	2	2	1.5	7.5
P27	BFJ	UK	69	18	3.5	2	2	1.5	9
P28	BFJ	UK	69	16	2	2	2	1.5	7.5
P29	JIFABM	US	19	14	2	2	1	1	6
P30	JCM	UK	84	08	2	2	1	1.5	6.5
P31	JRCS	UK	65	41	2	2	2	2	8
P32	JIFABM	US	19	08	2	2	1	1	6
P33	ARER	US	25	09	2	2	1	1	6
P34	JIFABM	US	19	04	2	2	1	1	6
P35	AGB	US	38	37	3.5	1	2	1.5	8

P36	RFCA	AR	08	4	2	2	2	1	7
P37	IMR	UK	77	58	2	2	2	2	8
P38	FQP	UK	100	34	2	2	2	2	8
P39	EJFA	UAE	22	11	2	1	1	1	5
P40	JOR	UK	117	69	2	2	2	2	8
P41	JRME	UK	16	4	2	1	1	1	5
P42	JFPM	US	19	10	2	2	1	1	6
P43	BFJ	UK	69	60	3.5	2	2	2	9.5
P44	JCP	NL	150	74	2	2	2	2	8
P45	JICM	US	39	23	2	2	1	1.5	6.5
P46	BFJ	UK	69	56	2	2	2	2	8
P47	JIFABM	US	19	25	1.5	1	2	1	5.5
P48	PAM	US	97	52	1.5	2	2	2	7.5
P49	JFPM	US	19	22	1.5	2	1	1	5.5
P50	IJCS	UK	56	79	1.5	2	2	2	7.5
P51	AGB	US	38	53	2	2	2	1.5	7.5
P52	AJSR	PK	13	17	2	1	1	1	5
P53	IJCS	UK	56	19	1.5	2	2	1.5	7
P54	IJCS	UK	56	46	2	2	2	2	8
P55	BFJ	UK	69	08	2	2	2	1.5	7.5
P56	BFJ	UK	69	14	2	2	2	1.5	7.5
P57	APT	NL	120	106	2	2	2	2	8
P58	JBR	NL	158	123	1.5	2	2	2	7.5
P59	AE	UK	72	21	2	2	2	1.5	7.5
P60	FQP	UK	100	140	2	2	2	2	8
P61	JIFABM	US	19	04	2	2	2	1	7
P62	CIA	Chile	14	19	2	2	2	1	7
P63	IFAMR	US	30	127	2	2	2	2	8
P64	BFJ	UK	69	66	3.5	2	2	2	9.5
P65	JMM	UK	47	136	2	2	2	2	8
P66	JIFABM	US	19	50	2	2	2	1.5	7.5
P67	NWJLS	NL	35	42	2	2	1	1.5	6.5
P68	IJCS	UK	56	146	1.5	2	2	2	7.5
P69	BFJ	UK	69	207	2	2	2	2	8
P70	JFPM	US	19	73	2	2	2	1.5	7.5
P71	AMJ	AU	28	224	2	2	2	2	8
P72	QMR	UK	46	92	1.5	2	1	2	6.5
P73	JFPM	US	19	38	3.5	2	2	1.5	9
P74	BFJ	UK	69	26	2	2	2	1.5	7.5

P75	BFJ	UK	69	327	2	2	2	2	8
P76	EJB	UK	14	38	2	1	1	1.5	5.5
P77	BFJ	UK	69	329	2	2	2	2	8
P78	JCM	UK	84	202	1.5	2	2	2	7.5
P79	FP	UK	85	393	2	2	2	2	8
P80	IJCS	UK	56	534	2	2	2	2	8
P81	FQP	UK	100	649	2	2	2	2	8
P82	BFJ	UK	69	196	2	2	2	2	8
P83	BFJ	UK	69	60	2	2	2	2	
P84	AHV	NL	67	68	1.5	2	2	2	7.5
P85	BFJ	UK	69	216	2	2	2	2	8
P86	BFJ	UK	69	424	2	2	2	2	8
P87	FQP	UK	100	326	2	2	2	2	8
P88	BFJ	UK	69	1020	1.5	2	2	2	7.5
P89	JFPM	US	19	72	3.5	2	1	1.5	8

Note. Agribusiness-AGB, Appetite –APT, Applied Economics –AE, Agriculture and Human Values –AHV, Asian Journal of Scientific Research –AJSR, Australasian Marketing Journal –AMJ, Agricultural and Resource Economics Review –ARER, Agroecology and Sustainable Food Systems –ASFS, British Food Journal = BFJ, Business Strategy and the Environment –BSE, Culture, Agriculture, Food and Environment –CAFÉ, Ciencia e investigación agrarian-CIA, EuroMed Journal of Business –EJB, Emirates Journal of Food and Agriculture –EJFA, Food Policy –FP, Food Quality and Preference = FQP, International Journal of Consumer Studies = IJCS, International Food and Agribusiness Management Review-IFAMR, International Marketing Review-IMR, Journal of Consumer Marketing –JCM, Journal of Business Research-JBR, Journal of Food Products Marketing-JFPM, Journal of International Food and Agribusiness Marketing-JIFABM, Journal of Consumer Culture-JCC, Journal of Cleaner Production-JCP, Journal of International Consumer Marketing –JICM, Journal of Retailing –JOR, Journal of Retailing and Consumer Services –JRCS, Journal of Research in Marketing and Entrepreneurship-JRME, Journal of Marketing Management –JMM, Journal of Quality Assurance in Hospitality and Tourism-JQAIHAT, Journal of Strategic Marketing –JSM, NJAS - Wageningen Journal of Life Sciences –NWJLS, Psychology and Marketing-PAM, Qualitative Market Research-QMR, Revista De La Facultad De Ciencias Agrarias-RFCR, Sustainability-STB.
United Kingdom-UK, United States -US, United Arab Emirates -UAE, Netherlands- NL, Switzerland- CH, Australia - AU, Pakistan -PK, Argentina-AR

Table 2. Most investigated constructs through empirical analysis

Construct	Classification	Sub-construct & example of references	Occurrences
Personal health concern (PHC)	Conditional value	Health consciousness (P4, P7, P12, P25, P71, P75, P80, P85), Health orientation (P15, P38), Health (P45), Health value (P23), Health concern (P41)	14
Health attribute of organic food (HA)	Functional value	Healthiness (P2, P37, P65), Sanitary (P11), Health (P26, P45, P57), Self-interested belief (P30), Egoistic motives (P42)	09
Sensory aspect (SA)		Taste (P37, P23), Sensory appeal (P45, P54, P15), Perceived intrinsic food quality attribute (P21), Functional value (P28)	09
Nutritional Content (NC)		Perceived naturalness (P11), Natural content (P45, P81)	4
Food safety concern (FSC)		P7, P25, P31, P80	4
Quality (QA)		Quality (P2, P71), Functional value-quality (P23), Food quality (P52)	4
Environment (ENV)	Social value	Environment (P86, P41, P30, P26), Environment protection (P81, P52, P2), Environmental attitude (P77, P75), Environmental friendliness (P65, P37), Environmental concern (P4)	13
Animal welfare (AW)		P30, P45, P81	3
Altruistic motives		Altruistic motives (P42), Altruism (P60)	2
Ecological concern		Ecological motive (P25), Biospheric values (P40)	2
Local community		Domestic food (P2), Attitude toward the origin (P85)	2